



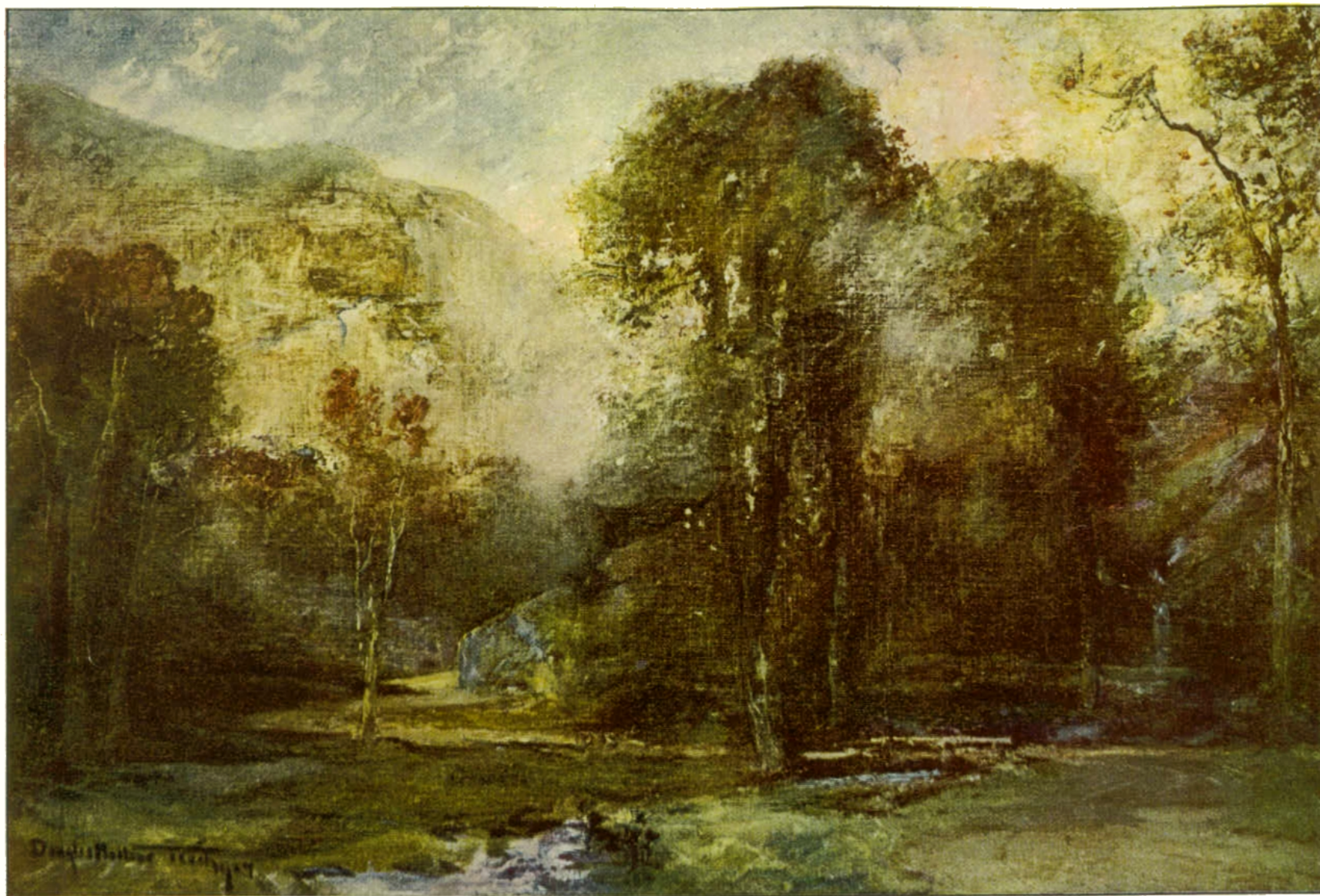
The New BUICK SIX MOTOR CARS

Standard and Master Models



BUICK MOTOR COMPANY • • FLINT MICHIGAN U S A

Division of General Motors Corporation



THE LURE OF THE ROAD

The New Buick Sixes

STANDARD *and* MASTER MODELS

IT is a well known fact that Buick's reputation is the result of furnishing the motoring public with a six-cylinder automobile of a size that insures motoring comfort; equipping that automobile with an engine capable of satisfactory performance at the low speeds required by traffic and at the high speeds demanded by exacting drivers; building a chassis of high mechanical perfection; and backing up its product with a service organization nationwide in scope.

In introducing its new models Buick is mindful of all these things. It offers the public twenty-three Buick models, distinctive in style and advanced in design from the standpoint of both engineering and coach work.

Every car in the new Buick line embodies the same type of Valve-in-Head engine, clutch, transmission, rear axle, spring suspension, low pressure tires, four-wheel brakes and body design. In this book will be found a selection of body types built on a Buick Standard Six chassis and, also, a selection of body types built on what is known as the Master chassis. These latter models are built for those

who desire a car of larger proportions. The cars are reproduced in pleasing colors and a general description of their characteristics is given. But to do them full justice and to find out just how good they are you should examine them; have them demonstrated; and drive them yourself.

You will be impressed with the extremely attractive values offered in this new Buick line.

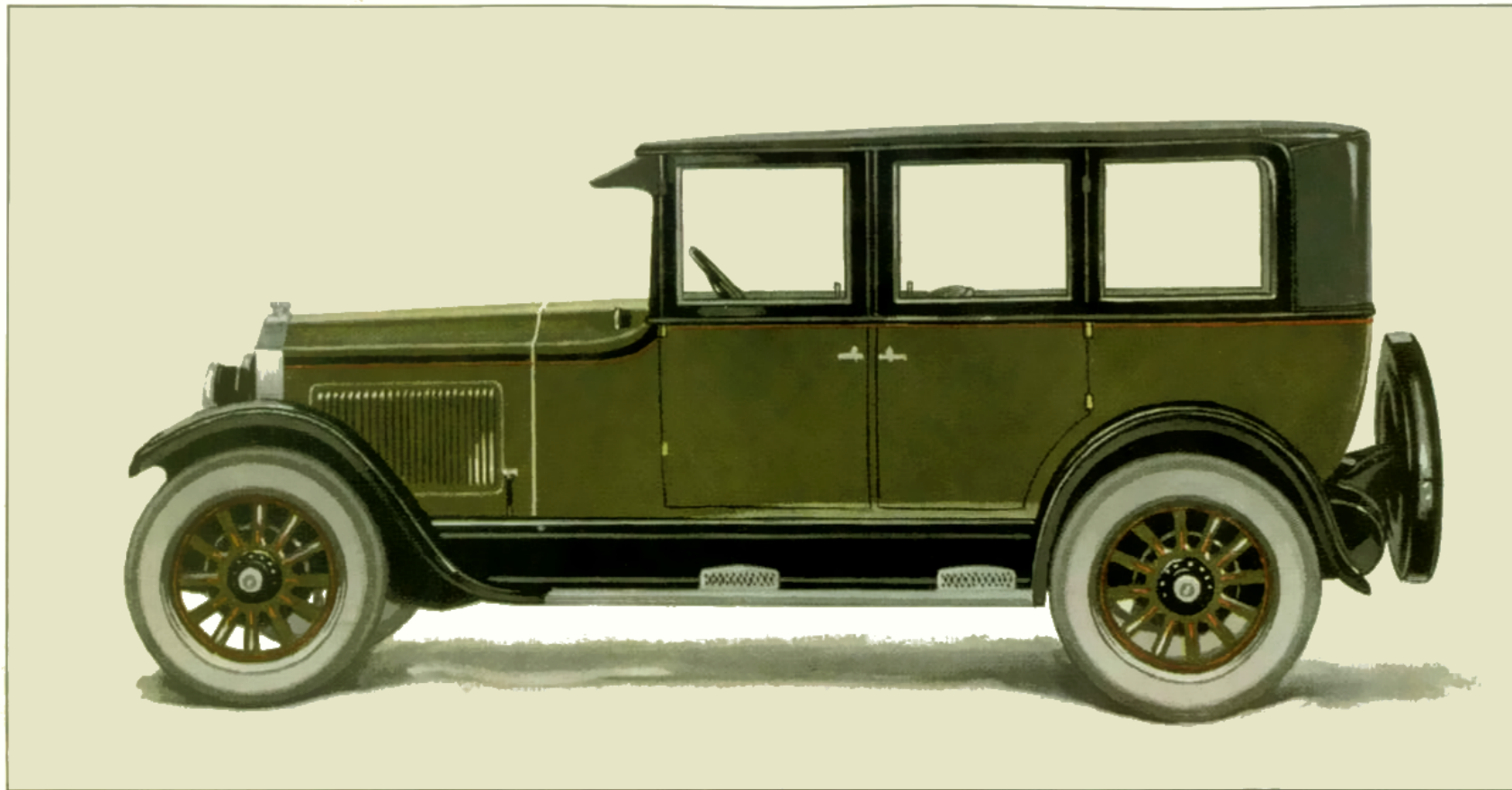
It has always been Buick's policy not to build a car to a price but rather to build a standard product better and better each year, through improved manufacturing methods which bring about economies. This policy makes it possible for Buick to offer to the motoring public Buick's new standard product at a moderate price—one not comparable in any other car of so generous proportions, such mechanical efficiency and such pleasing appearance.

For years it has been generally conceded that Buick offers the greatest value dollar for dollar. Buick's position as a leader in the industry is evidence of this fact.

Regardless of the car you buy or the price you pay there is no greater value than a Buick.

Buick four-wheel brakes are standard equipment on all models — The bodies of all Buick closed models are built by Fisher

STANDARD SIX



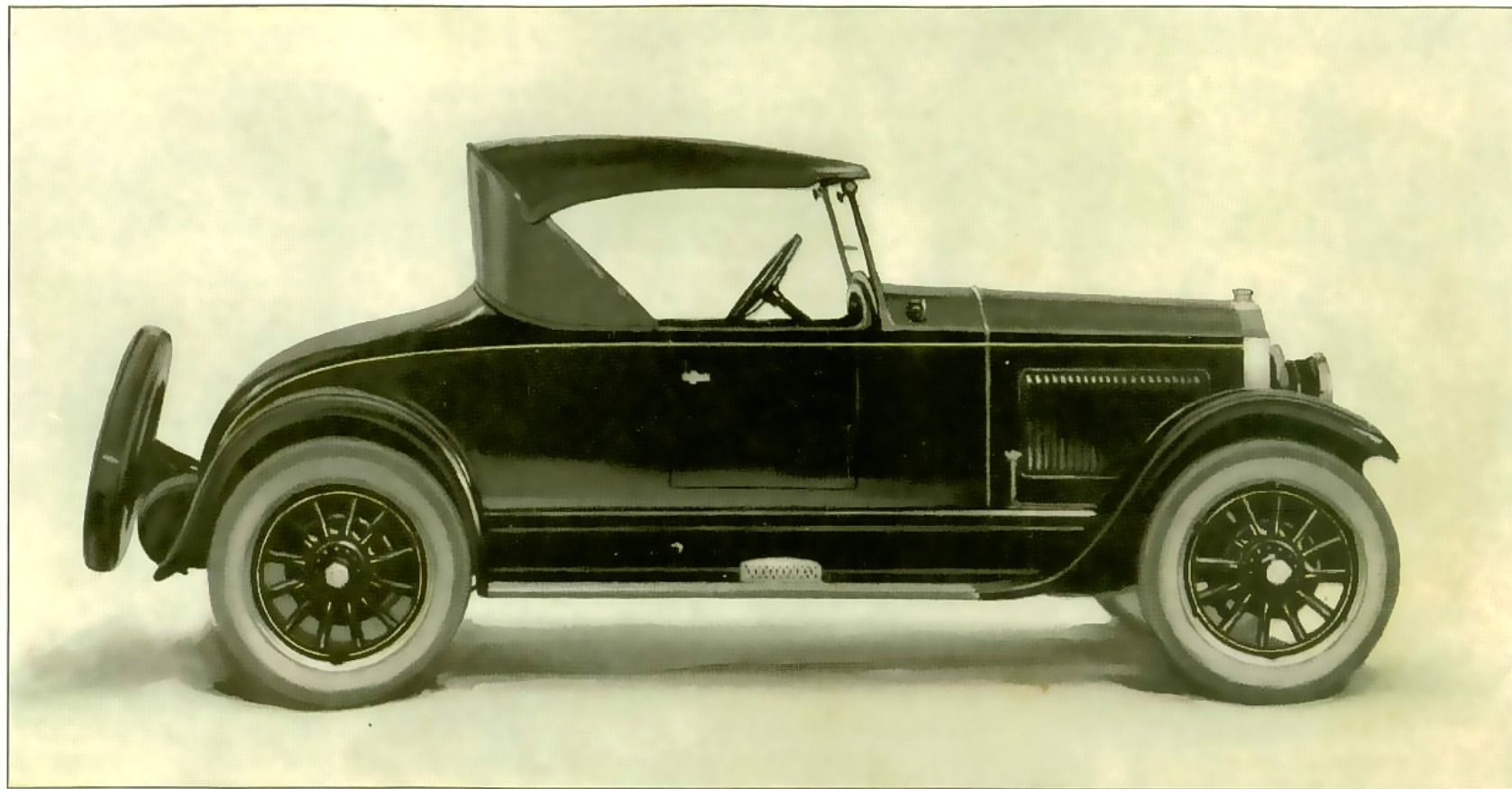
Buick Model 25-Six-21

FIVE-PASSENGER DOUBLE-SERVICE SEDAN

This wonderful car, built on a wheelbase of 114 $\frac{3}{8}$ inches, weighing 3000 pounds, and with a Buick Valve-in-Head engine that easily affords a speed of sixty miles an hour, is one of the outstanding values of the season. It has Buick four-wheel brakes, an automatic windshield wiper, and a new windshield ventilator.

It is upholstered with especially serviceable material and will stand exceptionally hard usage. It has the attractive design and finish of a family car and its serviceable upholstery makes it extremely valuable in the business field. Cantilever springs make it easy riding. It is offered at the remarkable price of \$1475.

STANDARD SIX



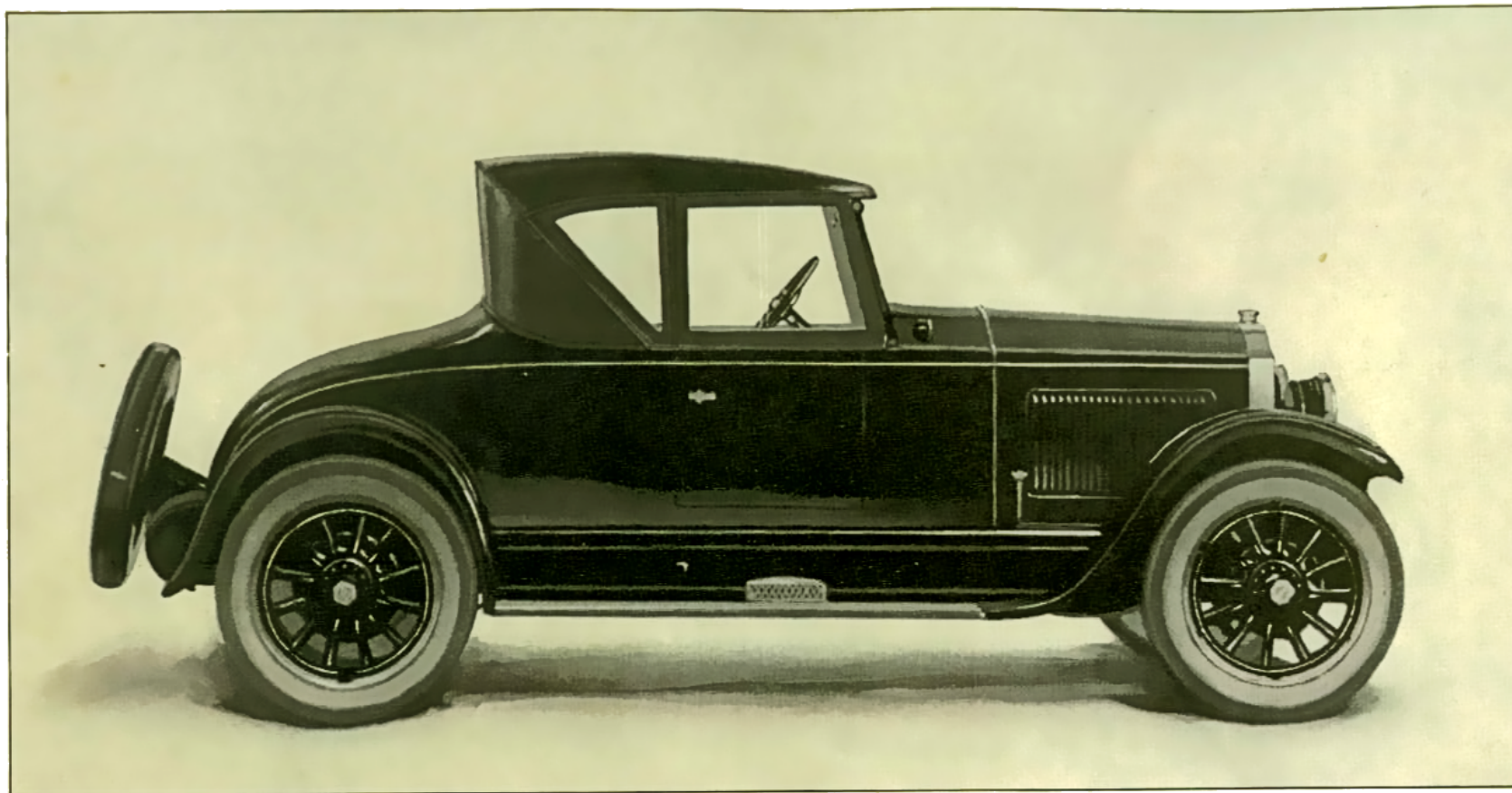
Buick Model 25-Six-24

TWO-PASSENGER ROADSTER

Here is a car of generous size and proportions, with a very comfortable seat for two persons, and with ample carrying space in the rear deck. Like all the other new Buicks it has a six-cylinder Buick Valve-in-Head engine; the famous Buick multiple disc clutch, and Buick type rear axle and third member. Its

body lines stamp it as a leader in the roadster class. It is upholstered in handsome black leather over specially constructed cushion springs, making it serviceable and comfortable. Like all the Buick models it is equipped with Buick four-wheel brakes. It is placed on the market at the unusually low price of \$1150.

STANDARD SIX



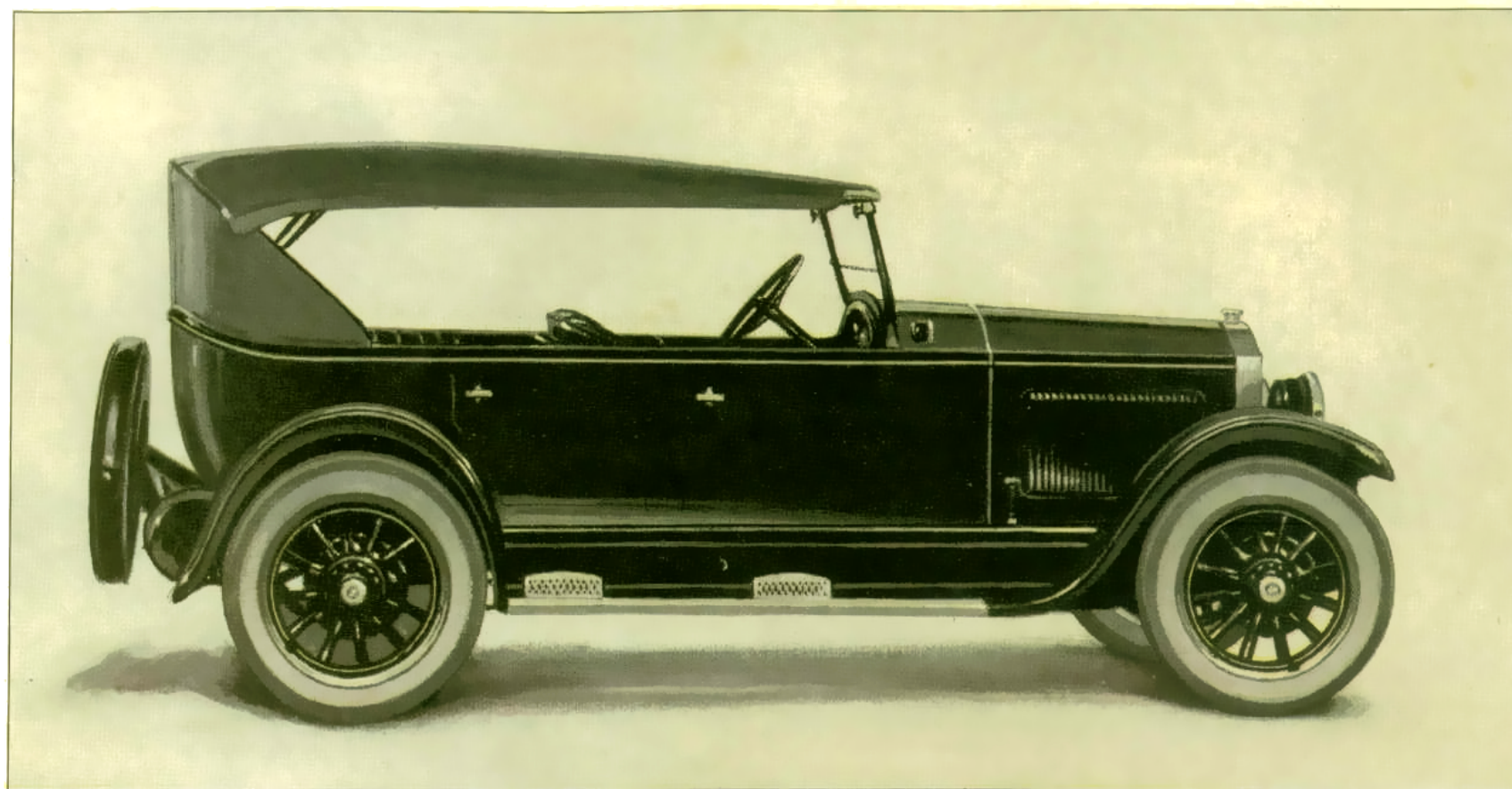
Buick Model 25 - Six - 24 A

ENCLOSED TWO-PASSENGER ROADSTER

The same fine qualities that mark the Model 24 Buick are found in this car. In addition it has a permanent top and is enclosed with glass windows that are adjustable for ventilation. It is equipped with a heater. These features make it a practical car for driving in every kind of weather as they afford all the

comforts of a closed car. Its powerful Buick Valve-in-Head engine is automatically lubricated and the whole car is built so that it requires a minimum of service and attention. Buick four-wheel brakes are an added factor of safety in driving. Its remarkably low price of \$1190 places this car within reach of all motorists.

STANDARD SIX



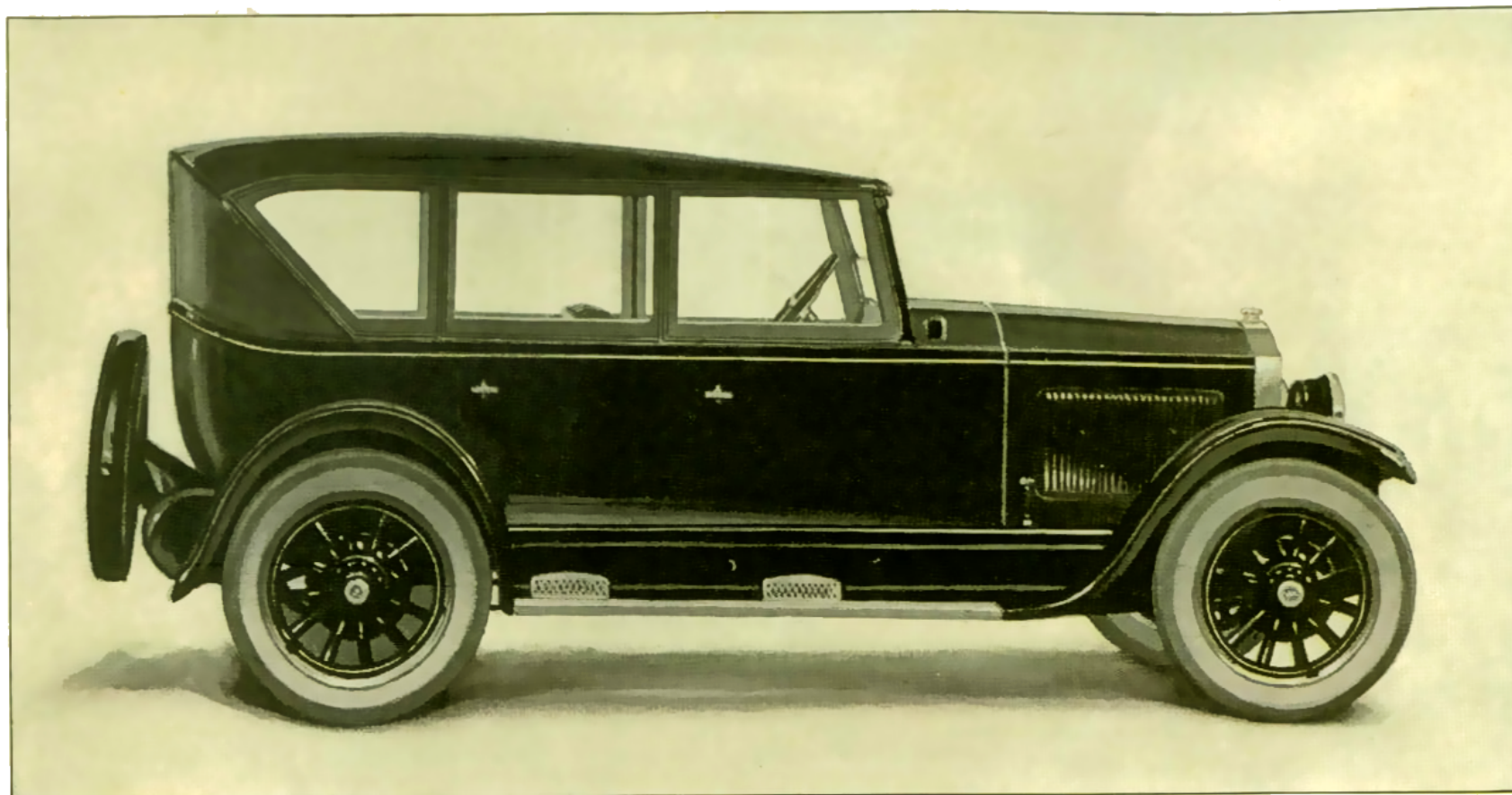
Buick Model 25 - Six - 25

FIVE-PASSENGER TOURING

This pleasing looking Buick model is built on the same size chassis as all the other Buick Standard Sixes. In size it is comparable to the Buick models of past years that have done so much to establish Buick reputation. In addition to its size it has the advantage of many improved mechanical features such as Buick

four-wheel brakes, Buick Valve-in-Head engine, the Buick type multiple disc clutch, the Buick type rear axle and third member. Like all Buick open models it is equipped with low pressure tires, cantilever springs adapted to its weight, and also a windshield cleaner. Its price is extremely low, being only \$1175.

STANDARD SIX



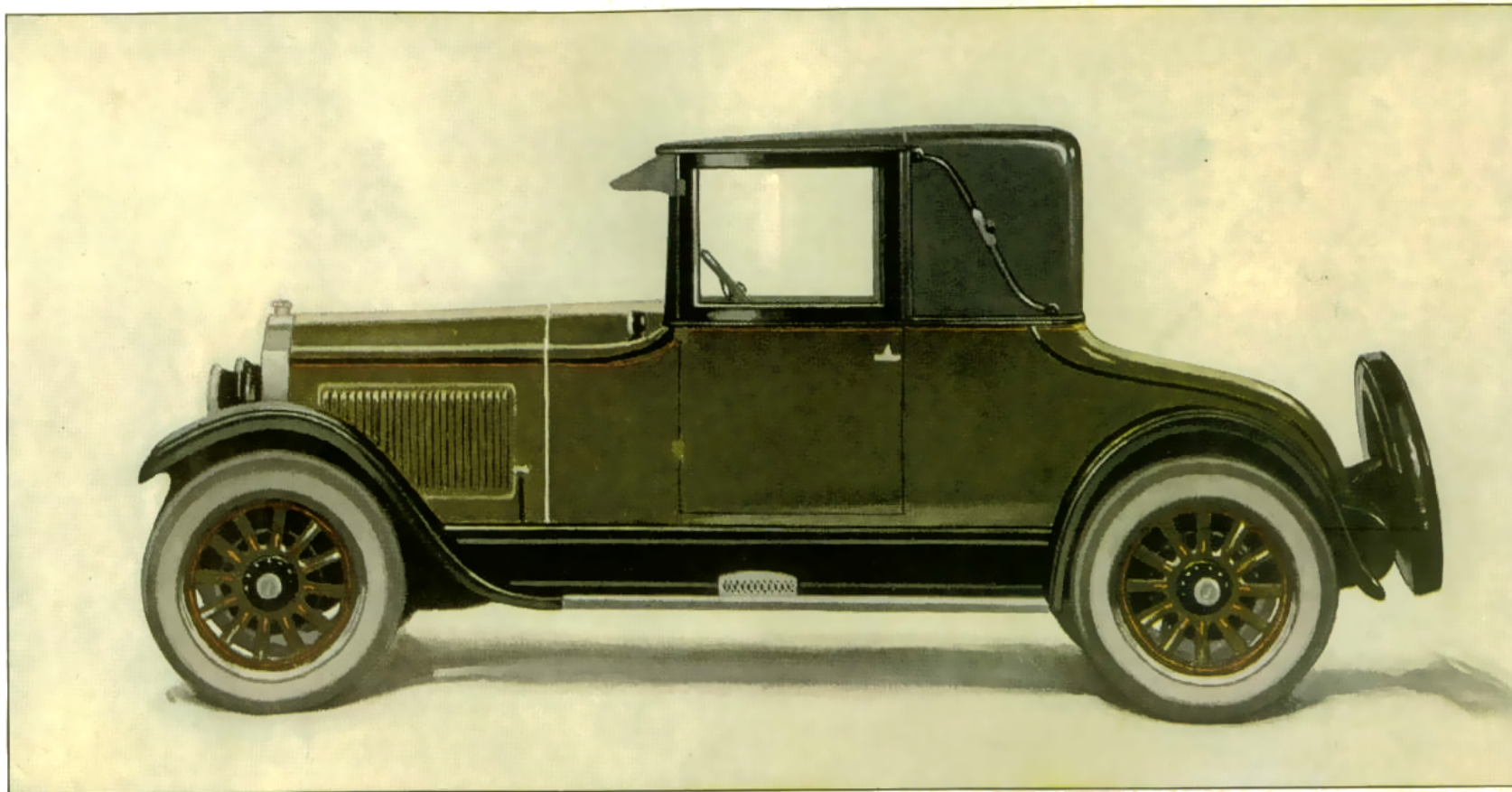
Buick Model 25 - Six - 25 A

ENCLOSED FIVE-PASSENGER TOURING

Everything that applies to the Model 25 Buick is of course true of this model. It has the additional advantage of a specially built permanent top and is completely enclosed by glass windows that are easily adjustable for ventilation. This protection, combined with a heater, gives the Model 25 A closed car comfort for

driving in every season. The top and sides are so designed that they harmonize well with the distinctive body lines and give it a most attractive appearance. It is upholstered in leather over special cushion springs, affording a high degree of motoring comfort. It is offered to the public at the remarkable price of \$1250.

STANDARD SIX



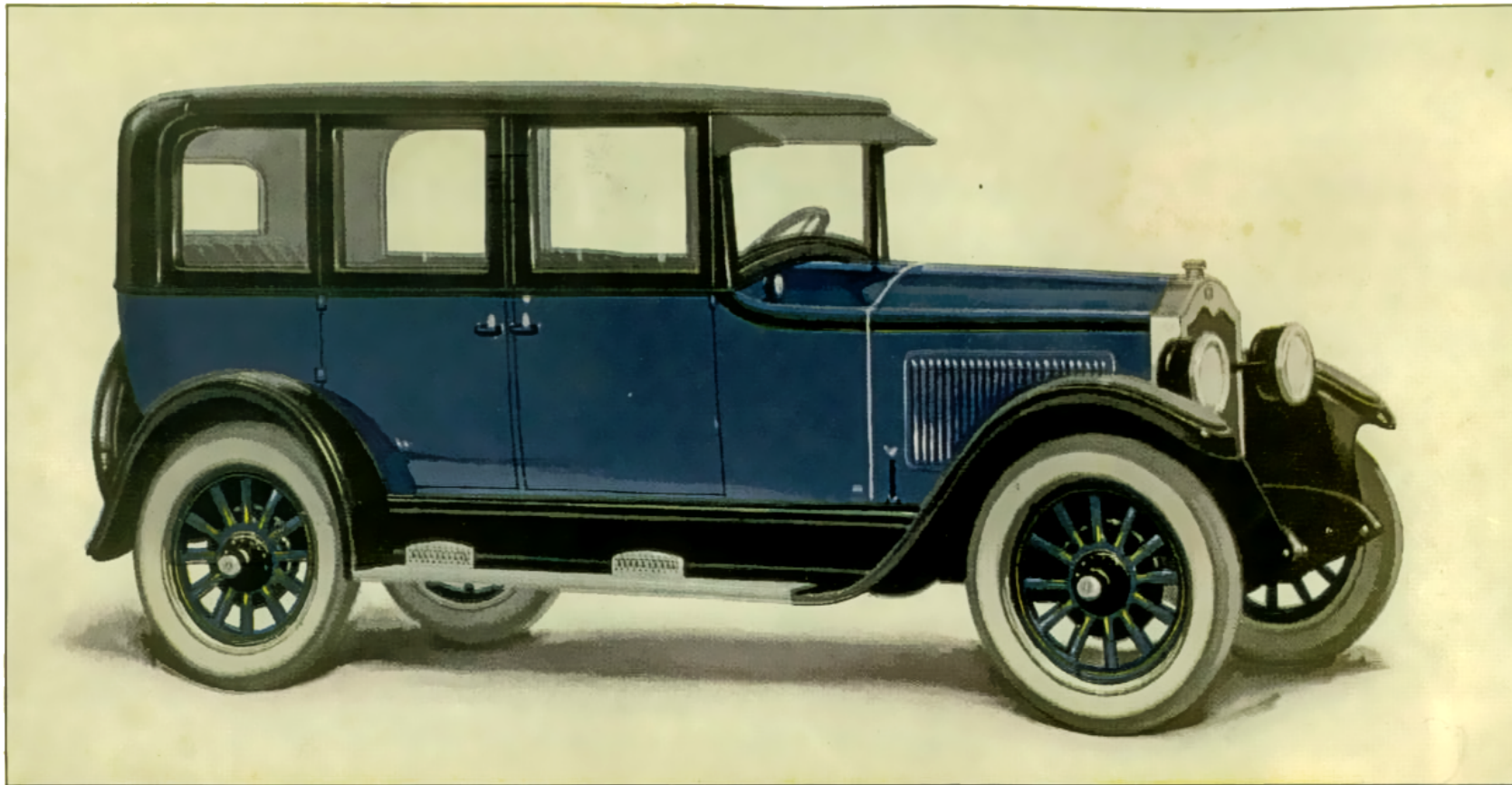
Buick Model 25 - Six - 26

TWO-PASSENGER DOUBLE-SERVICE COUPE

Utility is the main purpose of this attractive Standard Six Coupe. It seats two persons comfortably and is upholstered with unusually serviceable material so that it will stand very hard usage. It is ideal for use in many lines of business and for professional men and women of all kinds. It is thoroughly Buick

in every detail. It has such conveniences as an automatic windshield wiper and a new, one-piece, adjustable windshield combined with a ventilator; and it has the valuable factor of safety provided by Buick four-wheel brakes. Its remarkably low price of \$1375 places it within reach of all who need this type of car.

STANDARD SIX



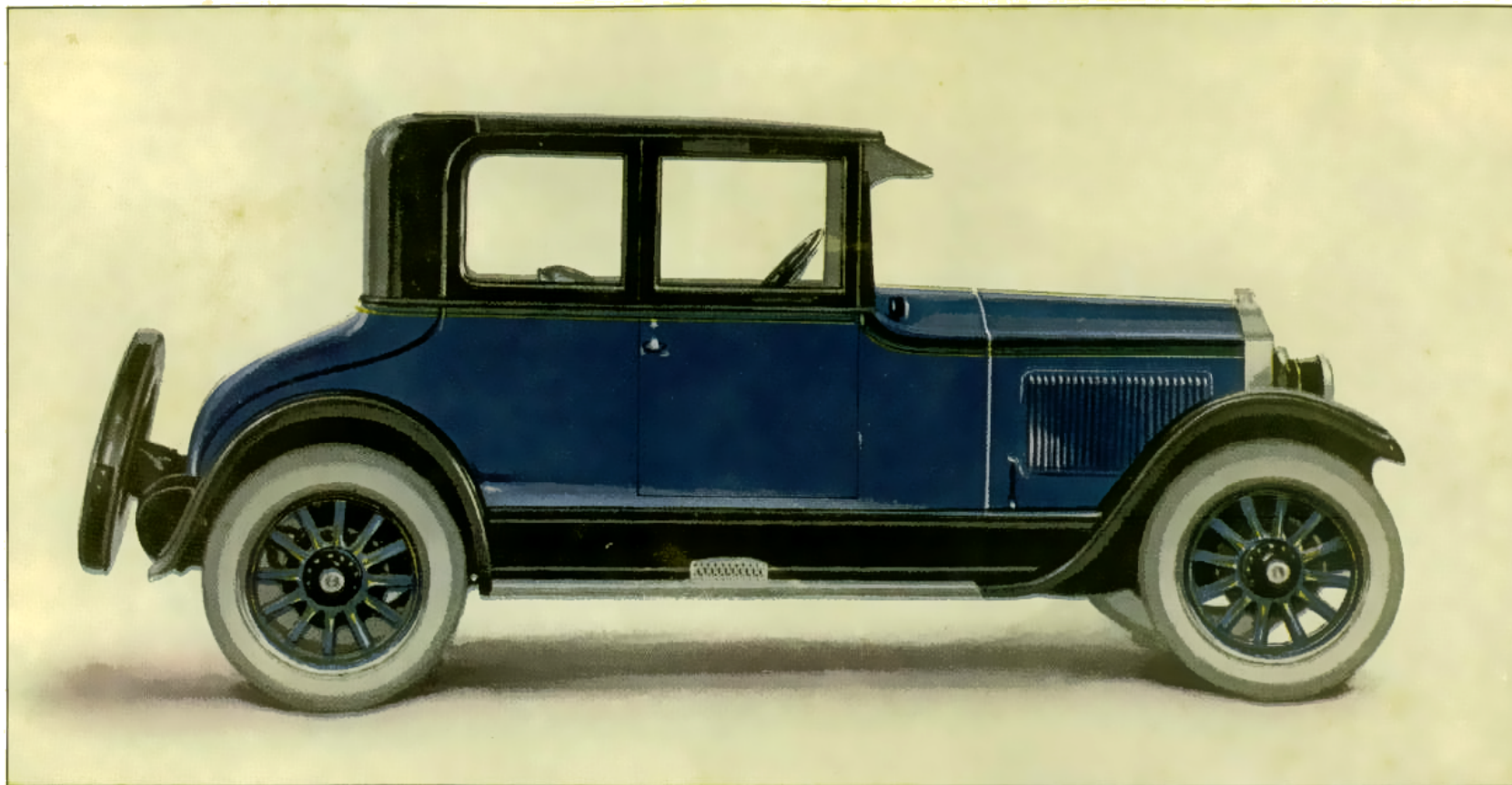
Buick Model 25-Six-27

FIVE-PASSENGER SEDAN

Refinement in color and finish is combined with pleasing design and all of the distinctive mechanical features of Buick in this Standard five-passenger Sedan. The large roomy body is built by Fisher and provides real motoring comfort for five persons. Its weight, together with the Buick spring suspension and low pressure

tires, makes it extremely easy riding. A new type one-piece windshield and a new style ventilating system are features that add much to the pleasure of driving the car. Even a short ride in this car is sufficient to reveal its many fine qualities. It is offered at a price never before approached in a car of this quality, \$1665.

STANDARD SIX



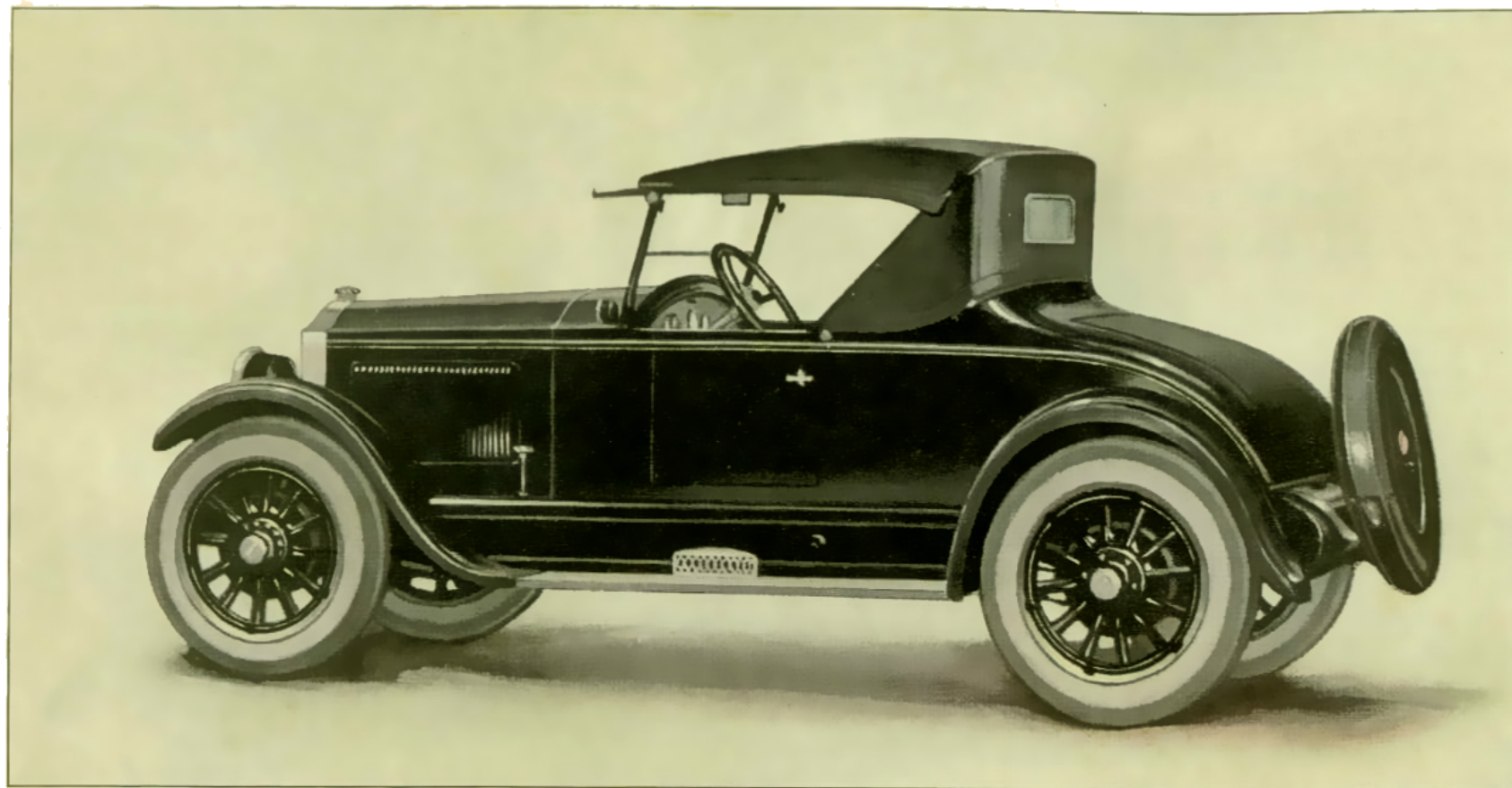
Buick Model 25-Six-28

FOUR-PASSENGER COUPÉ

The ample dimensions of this handsome model are indicated by the fact that it seats four passengers comfortably. Its pleasing, distinctive body is built by Fisher on a wheelbase of 114 $\frac{3}{8}$ inches and has the weight and proportions necessary to a distinctive car. It has all the convenient features of the other

Standard Sixes. The short spark and throttle levers are located in the center of the big seventeen-inch steering wheel, very convenient to the driver's hand; it has an adjustable one-piece windshield; a new ventilator; automatic windshield wiper and a sunshade. It is an outstanding value of the season at \$1565.

MASTER SIX



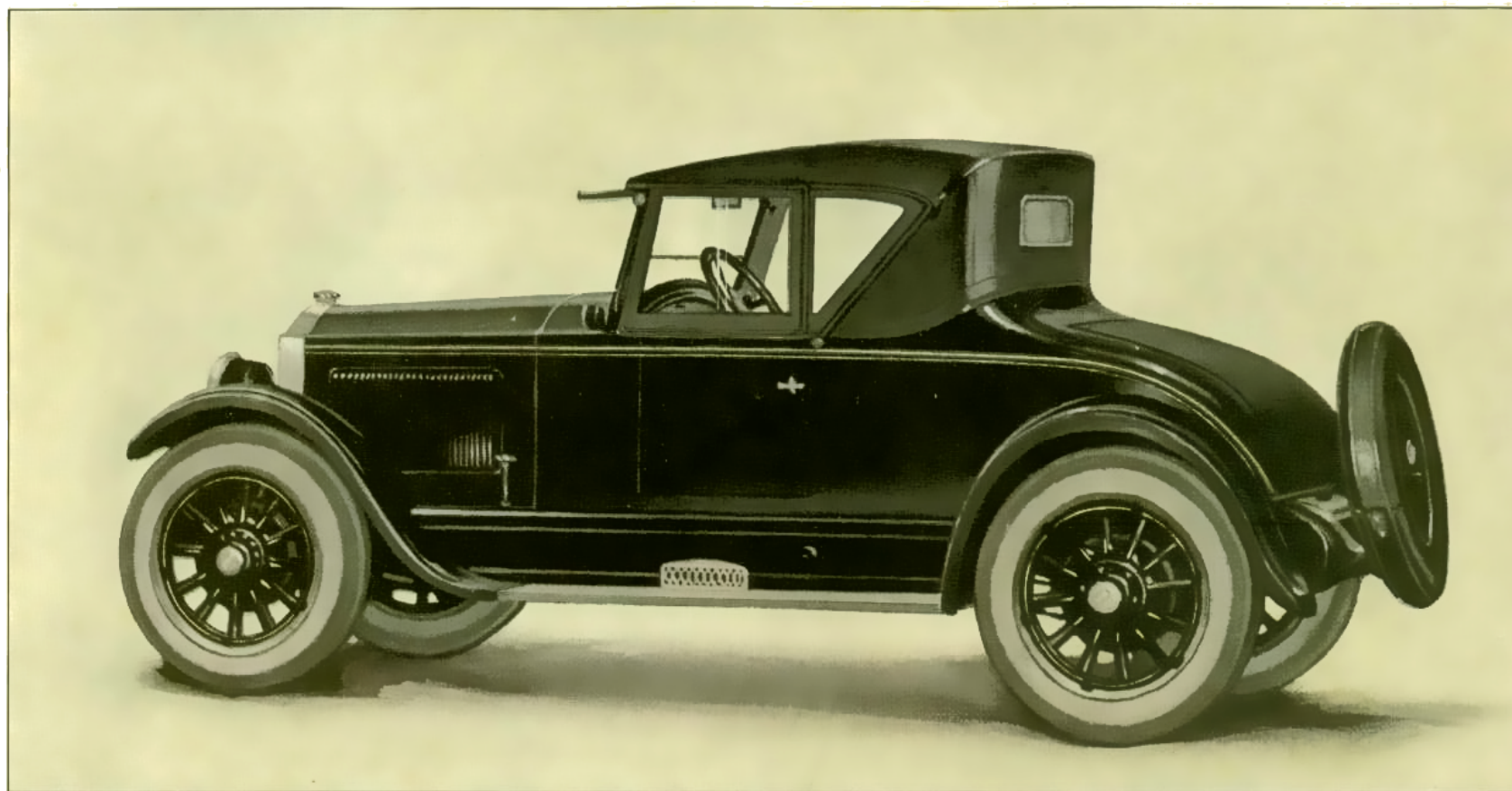
Buick Model 25-Six-44

TWO-PASSENGER ROADSTER

Fleetness and power are outstanding characteristics of this smart looking two-passenger Roadster. Its long wheelbase of 120 inches makes possible an unusual degree of comfort. The seventy horsepower Buick Valve-in-Head engine, with which all Master Six models are equipped, permits a speed of sixty to seventy miles

an hour or throttles down to five miles an hour for driving in heavy traffic. The roomy rear deck provides a generous carrying space for luggage. It has such conveniences as a windshield wiper and such important features as Buick four-wheel brakes. Because of this it is a phenomenal value at the price of \$1365.

MASTER SIX



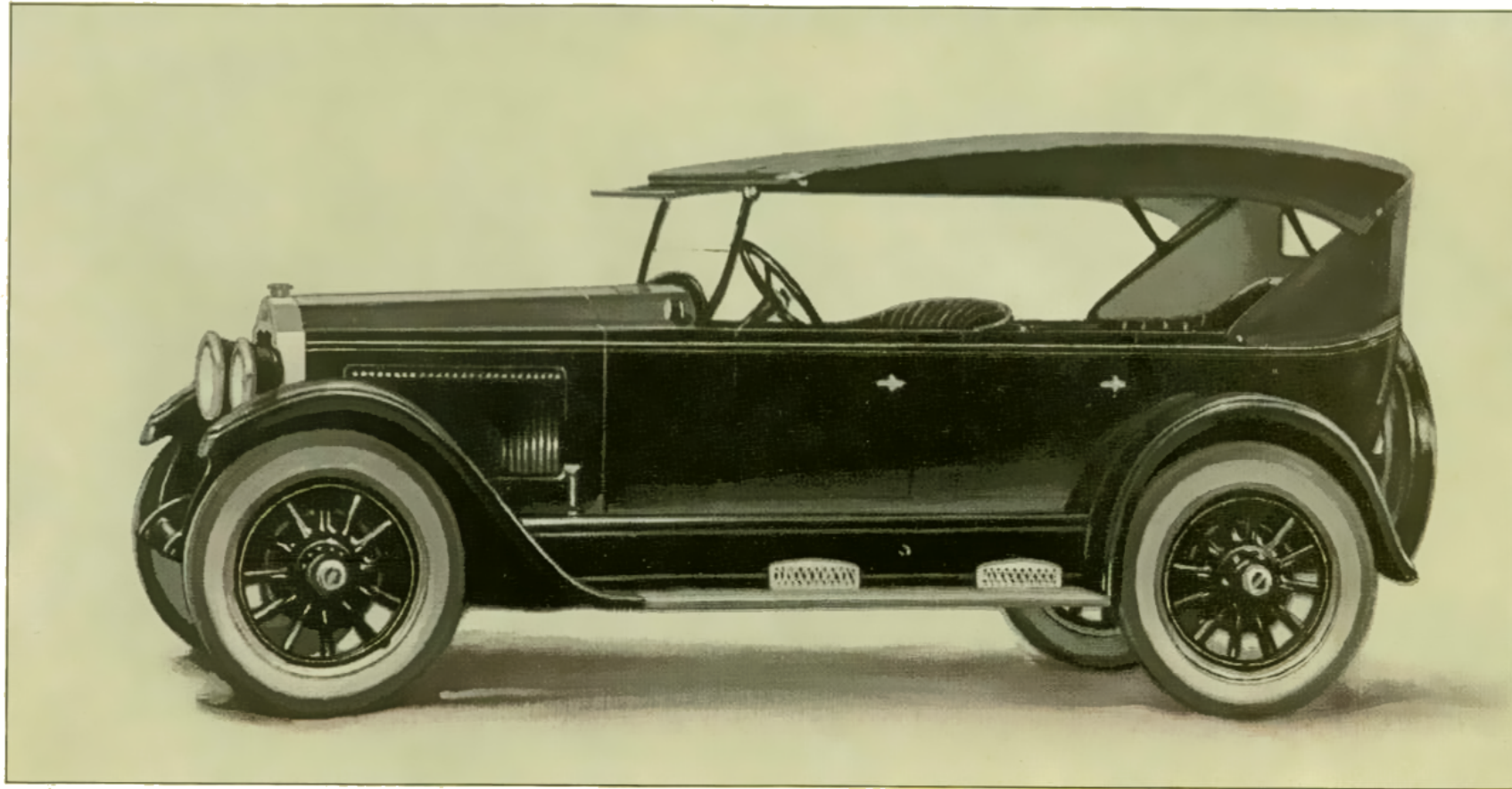
Buick Model 25-Six-44 A

TWO-PASSENGER ENCLOSED ROADSTER

All the qualities of a high grade roadster are found in this car plus the comforts of a closed car. It has a permanent top and is enclosed by glass windows which are easily regulated for ventilation. A heater insures comfort for the passengers during cold weather and makes it a practical all year 'round car. The big

seat is wide and comfortable, being built over specially constructed cushion springs. Buick four-wheel brakes contribute to safety, and the foot pedals and gear shift lever are arranged for maximum ease in handling. The Buick Valve-in-Head engine assures surplus power for every occasion. It is an outstanding value at \$1400.

MASTER SIX



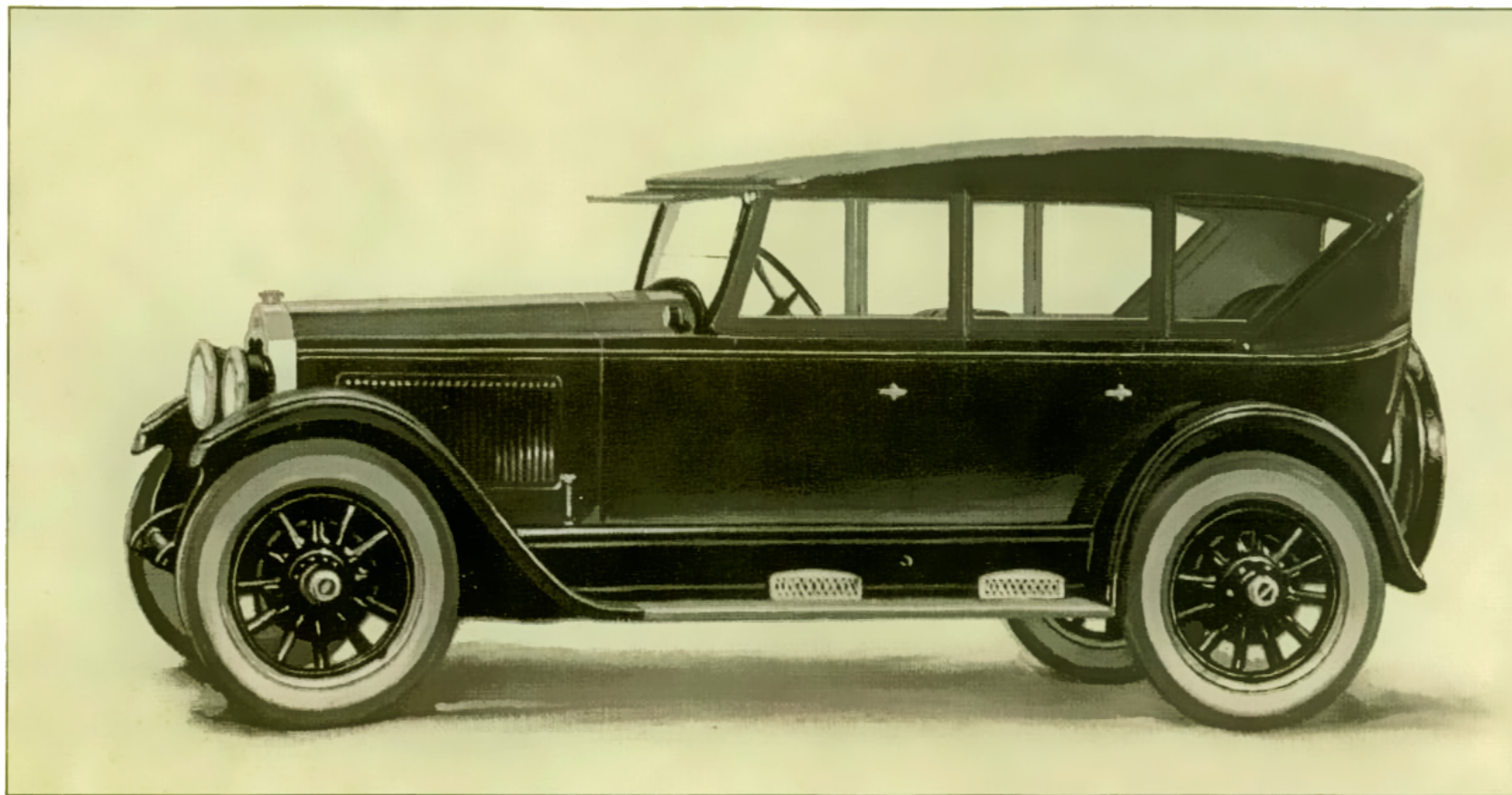
Buick Model 25 - Six - 45

FIVE-PASSENGER TOURING

Embodying every feature and convenience desirable in a car of this type, the Master Six five-passenger Touring is a most attractive motor car value. It has the fleet lines and pleasing color combination so desirable in an open car. It has the dependability and power that always go with a Buick Valve-in-Head engine;

and it is capable of a speed of sixty to seventy miles an hour. Its spring suspension of Buick type unites with its low pressure tires and well constructed upholstery to provide comfort at all speeds. Buick four-wheel brakes are a valuable factor of safety in driving. At a price of \$1395 it establishes a value far beyond comparison.

MASTER SIX



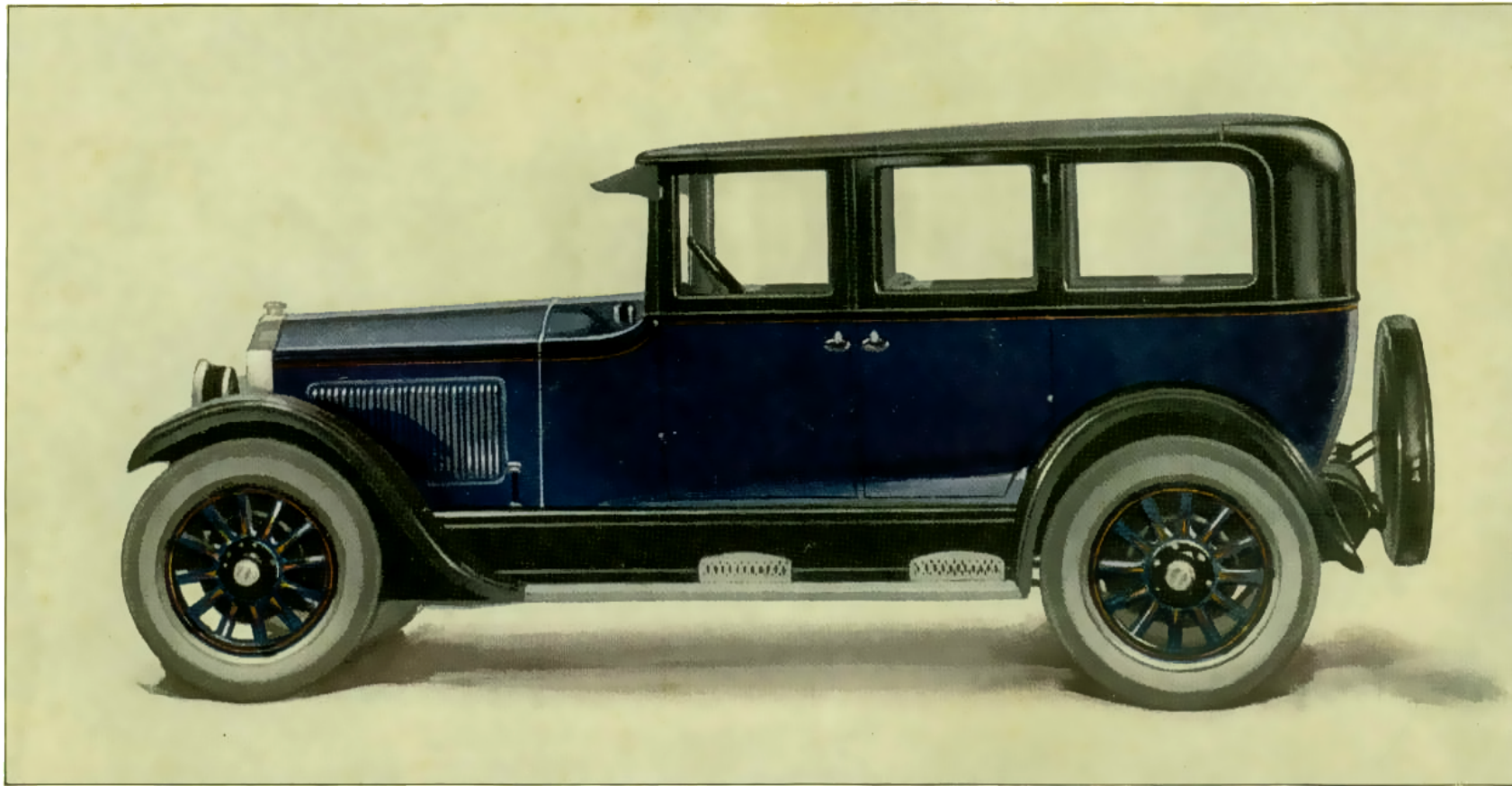
Buick Model 25-Six-45A

ENCLOSED FIVE-PASSENGER TOURING

To the pleasing qualities of an unusually fine touring car the Buick Model 45A adds the advantages of a closed car. Specially built glass sides fit snugly against its permanent top and afford protection against the weather. These glass windows slide open for ventilation and there is a heater built into the car to assure

motoring comfort in cold weather. The windows swing open with the wide doors, permitting easy access to the driver's seat and the tonneau. It has a dependable seventy horsepower Buick Valve-in-Head engine, Buick four-wheel brakes, and such details as a windshield wiper. Its price of \$1475 is amazingly low.

MASTER SIX



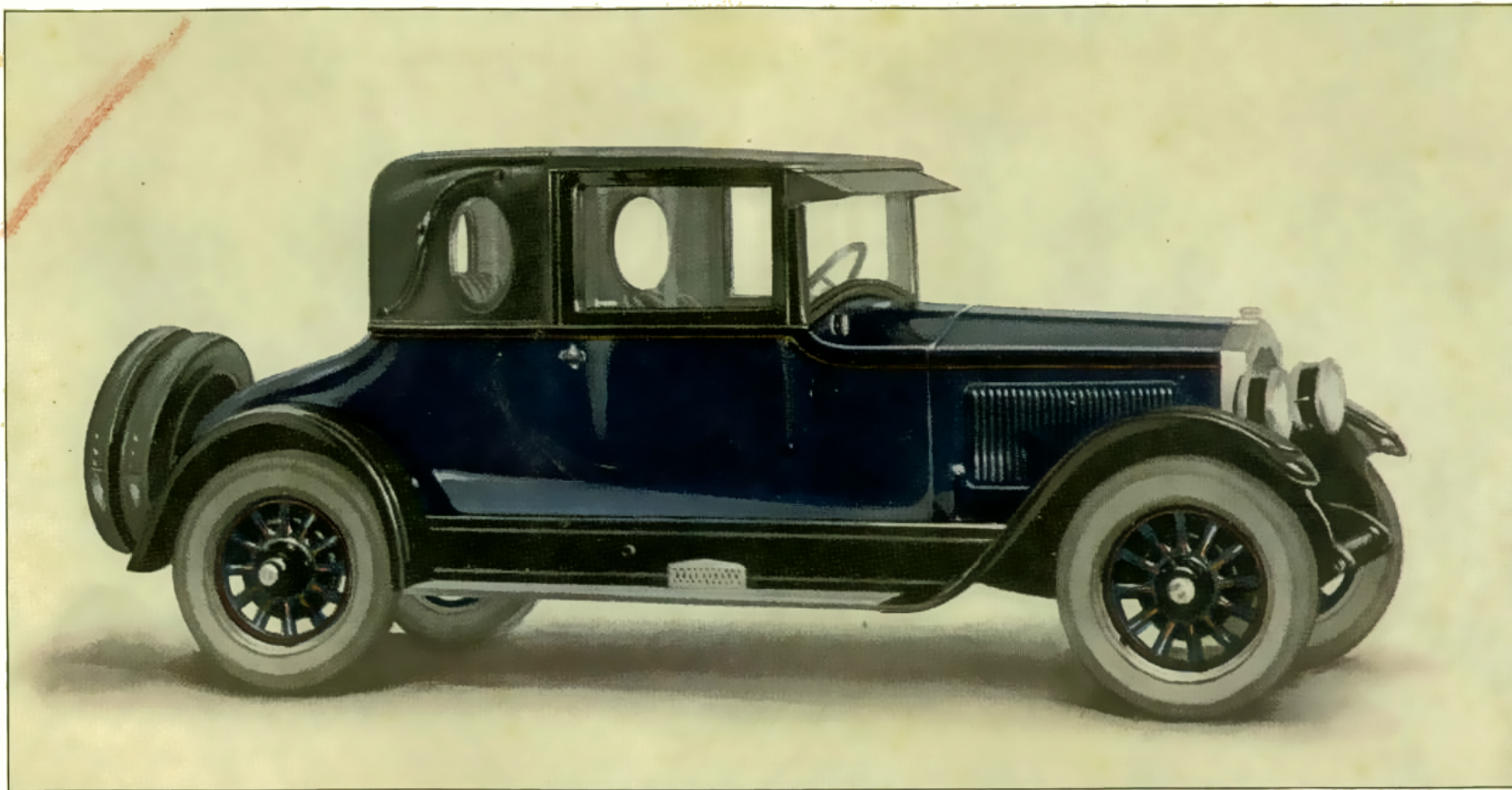
Buick Model 25 - Six - 47

FIVE-PASSENGER SEDAN

Here is an exceptionally roomy Sedan that carries forward the best Buick traditions of distinctive finish and appointments. The body is built by Fisher. It has a seventy horsepower Buick Valve-in-Head engine. Its cantilever rear springs, with which all models are equipped, are specially built to carry a body of

this weight and to provide extraordinary, easy riding qualities. It embodies such important features as Buick four-wheel brakes, an automatic windshield wiper, and a one-piece adjustable windshield combined with a new type ventilator. At \$2225, this Buick model is not approached by any other five-passenger sedan.

MASTER SIX



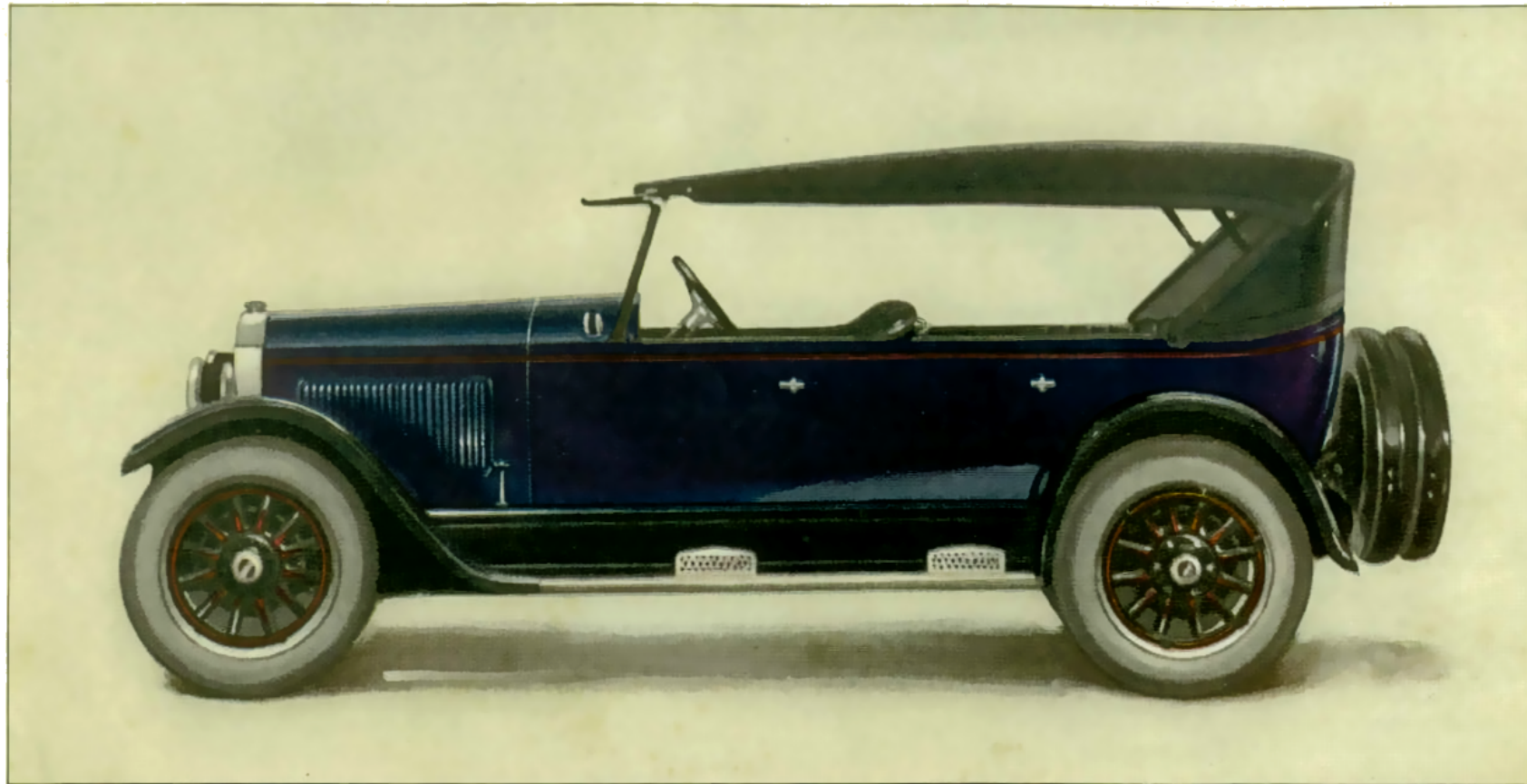
Buick Model 25-Six-48

FOUR-PASSENGER COUPE

The full beauty of this exceptionally roomy four-passenger Coupe with Fisher-built body can only be realized through making an examination of the car itself. The brougham type of top adds a final touch to the lines of the car that gives it unusual distinctiveness and beauty. It has a wheelbase of 128 inches.

This has made it possible to build a car that possesses riding comfort to an unusual degree. It has such features as an automatic windshield wiper and a new one-piece adjustable windshield that combines with a new style ventilator. Its price of \$2125 establishes it as the greatest possible value in a car of this type.

MASTER SIX



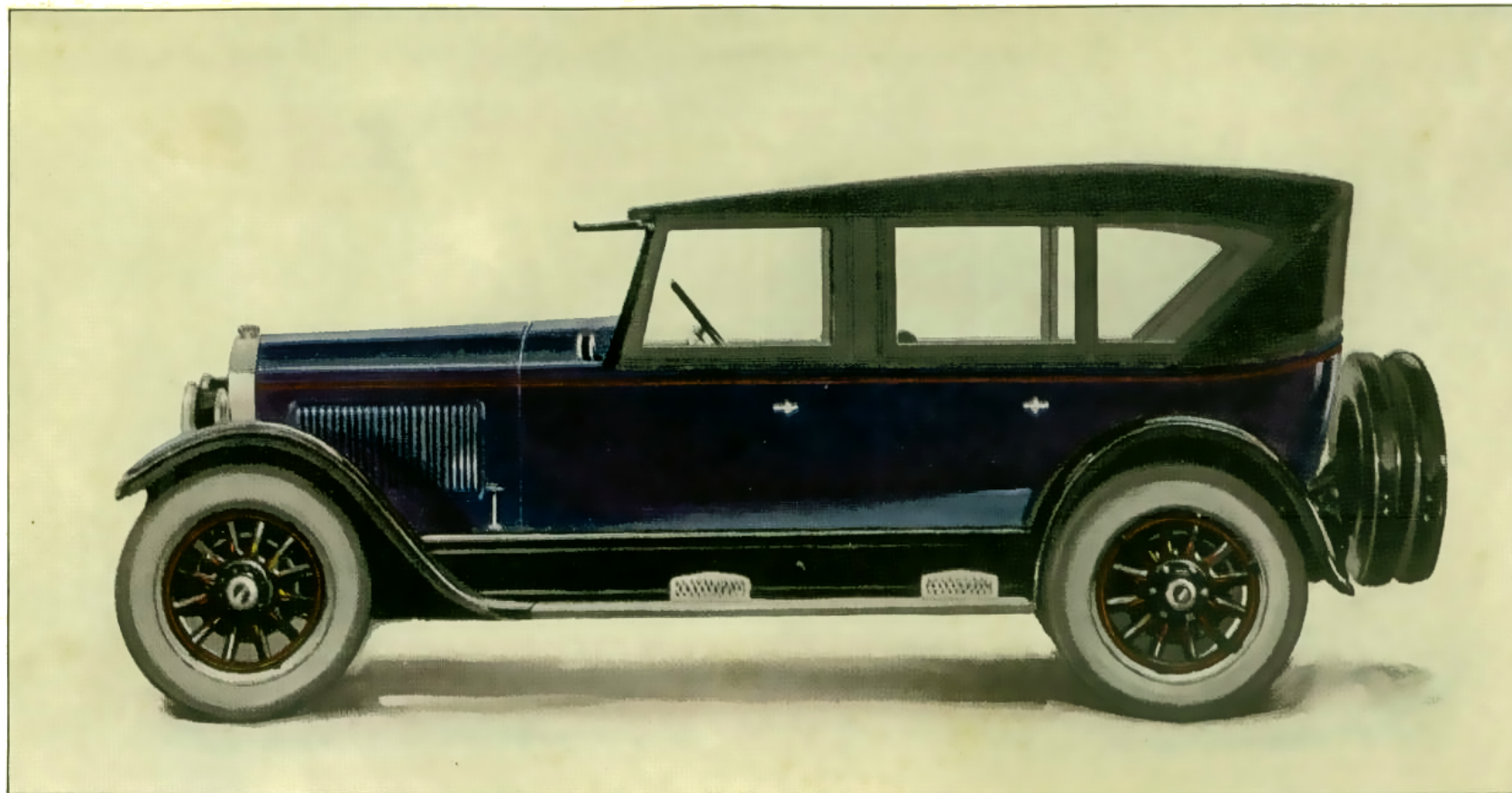
Buick Model 25 - Six - 49

SEVEN-PASSENGER TOURING

The comfort that goes with unusual roominess and wide, deep seats is one of the most notable characteristics of this Buick model. Its extra seats are so wide and substantial that they will seat three persons, making the car an eight-passenger automobile when necessary. Its seventy horsepower Buick Valve-in-Head

engine provides surplus power even for a car of these generous proportions. It has a speed range up to sixty or seventy miles an hour. Pedals and the gear shift lever are conveniently arranged and Buick four-wheel brakes contribute to ease and safety in driving. This model is available at the remarkably low price of \$1625.

MASTER SIX



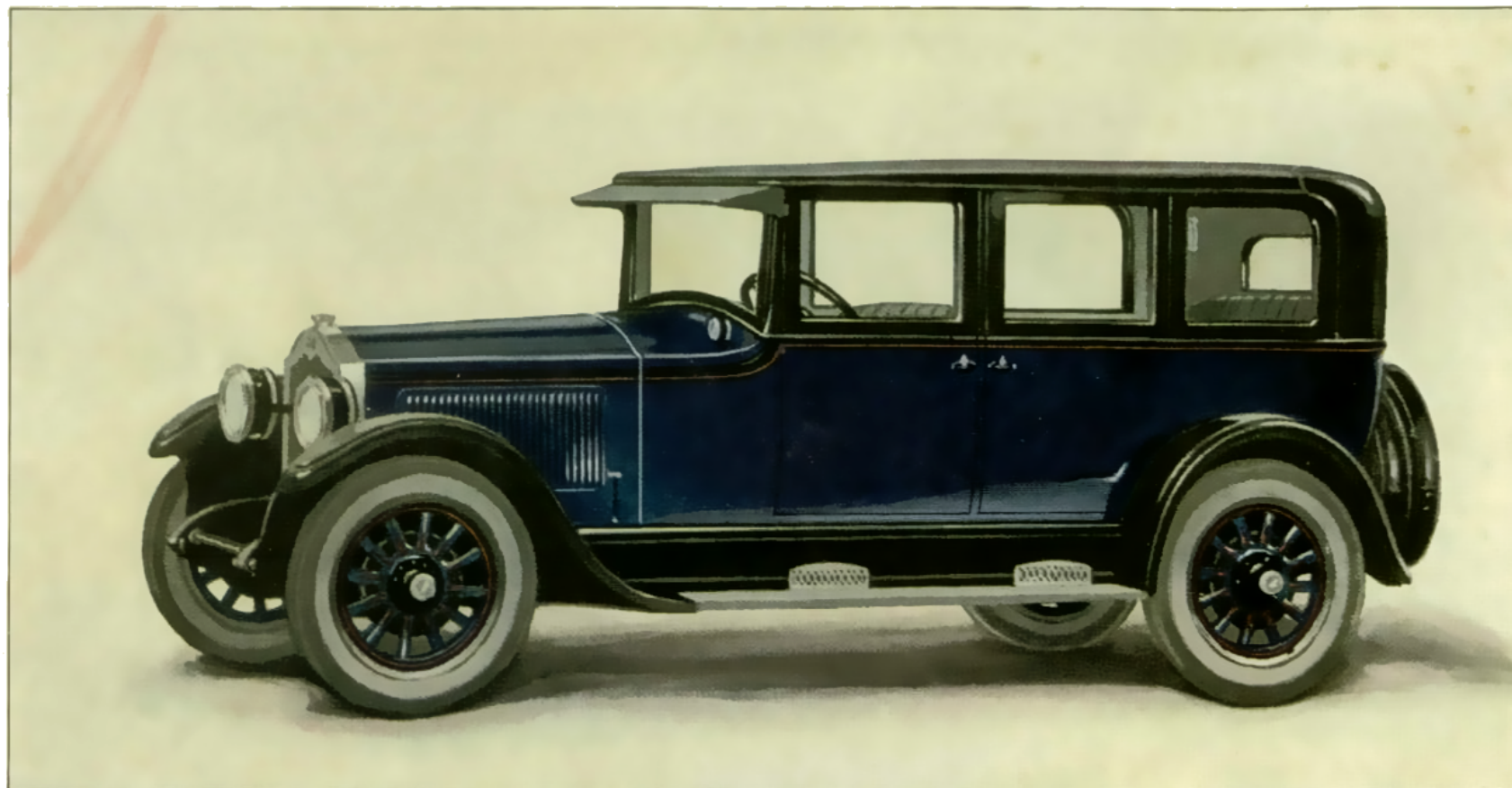
Buick Model 25-Six-49 A

ENCLOSED SEVEN-PASSENGER TOURING

All the advantages of a big, roomy touring car are found in this model. It has the additional advantages of a handsome permanent top and glass sides. These protect the occupants and afford a clear view in all directions. The windows can be opened in an instant for ventilation and there is a heater built

into the car at the Buick factory. Like all Buick open models it has a windshield wiper. Buick four-wheel brakes contribute a valuable factor of safety, and surplus power and speed are afforded by its seventy horsepower Valve-in-Head engine. Offered at a price of \$1700 it affords an unapproached motor car value.

MASTER SIX



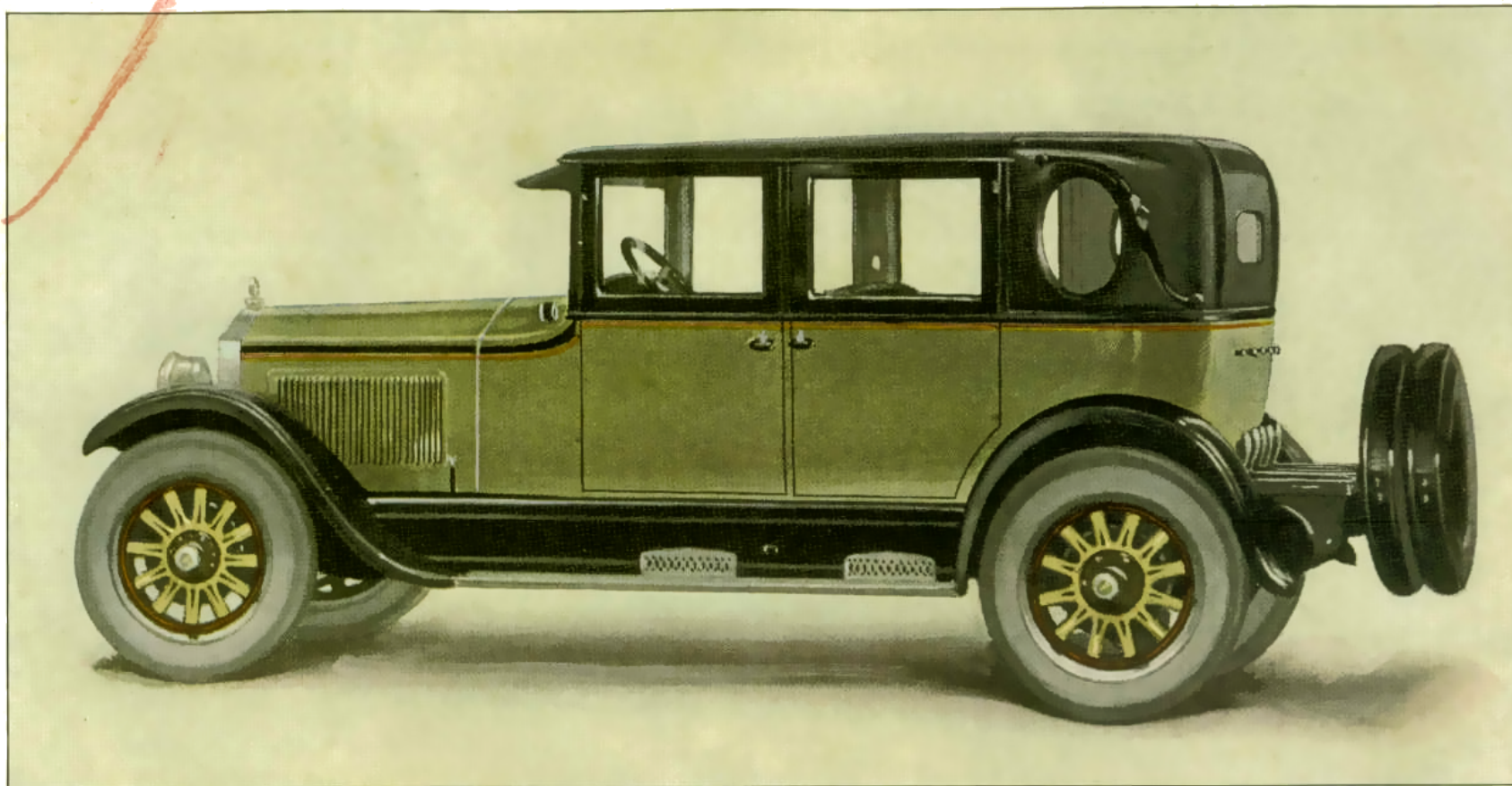
Buick Model 25 - Six-50 and 50 L

SEVEN-PASSENGER SEDAN

Here is a car that carries with it justifiable pride of ownership in any surroundings. Its long, graceful, roomy body, built by Fisher, gives it an air of luxury and refinement that is fully borne out by every detail of its construction. Three persons can be accommodated on its spacious extra seats. It is upholstered in

the highest grade plush that harmonizes with its exterior color. It has four-wheel brakes and like all the enclosed models it has an automatic windshield wiper. But undoubtedly the most outstanding feature of this fine car is its price of \$2425. This same model is furnished with Limousine Sedan type body at \$2525.

MASTER SIX



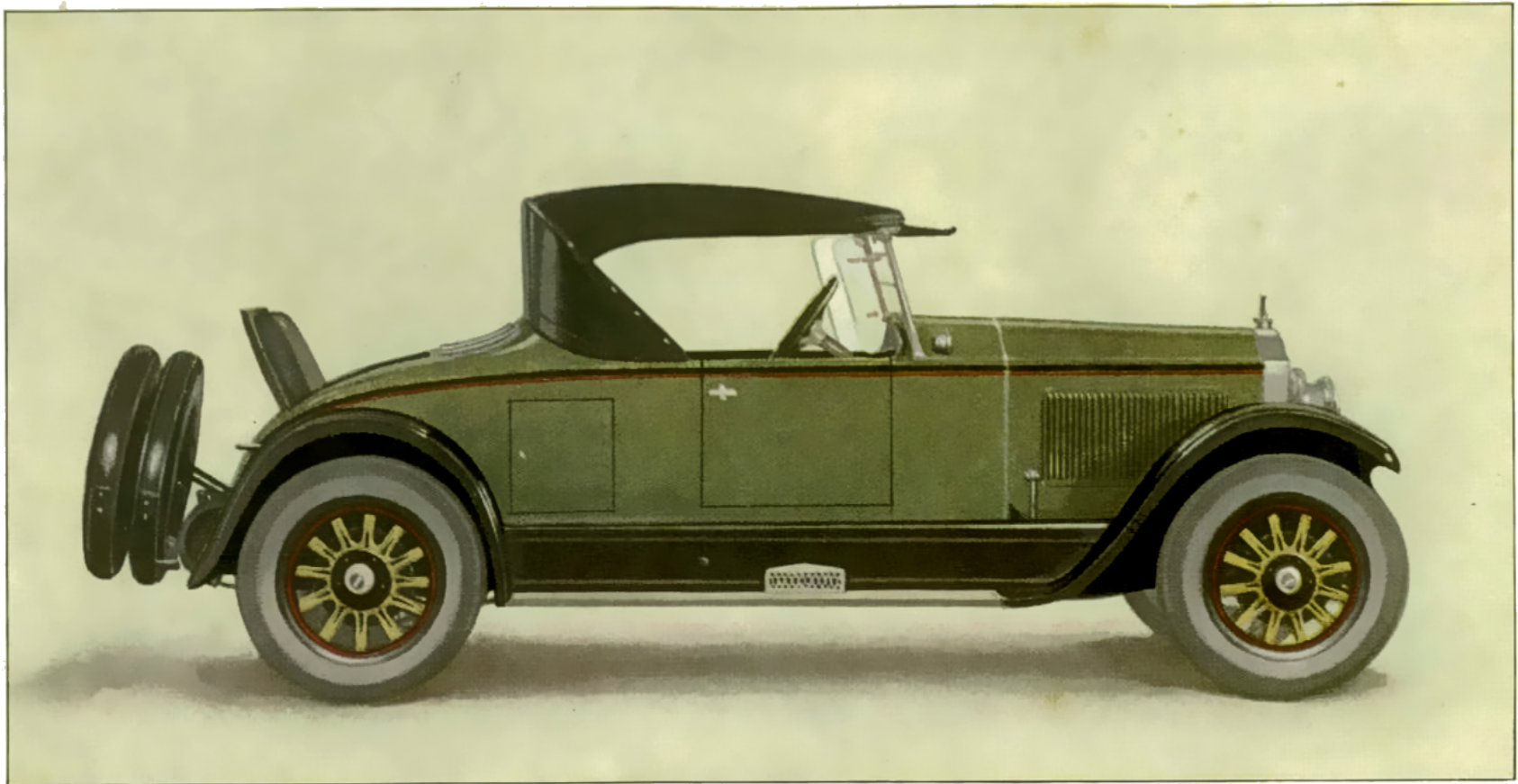
Buick Model 25-Six-51

FIVE-PASSENGER BROUGHAM SEDAN

This especially attractive model embodies every distinctive feature that is in vogue for closed cars. The body is built by Fisher. The interior fittings include such features as silk curtains operating on rollers, and soft plush upholstery over deep, wide seats. The long wheelbase and the cantilever springs combine to in-

crease the riding comfort. It has a flexible, seventy horsepower Valve-in-Head engine, Buick four-wheel brakes, automatic windshield wiper and a one-piece adjustable windshield combined with a new type ventilator. At a price of \$2350 it appeals to those who desire distinctive design with efficient performance.

MASTER SIX



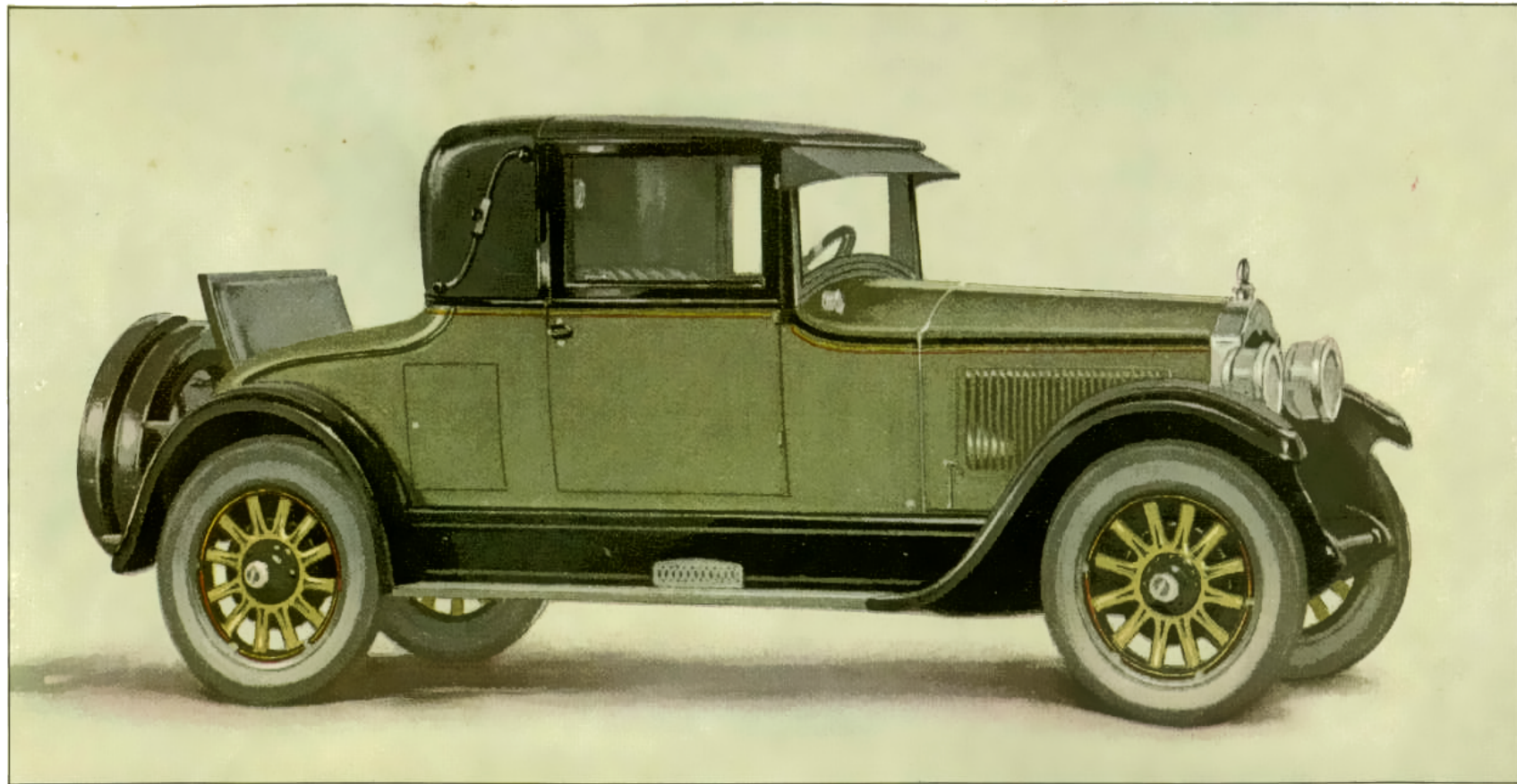
Buick Model 25-Six-54

THREE-PASSENGER SPORT ROADSTER

The snap and dash afforded by a combination of graceful body lines, attractive color and special features give this car an unusually strong appeal. It has an automatic windshield wiper and an extra rear seat for two passengers. In addition there is a carrying compartment under the seat that is easily accessible

through a door in the side, fitted with a lock. The car has almost unlimited power and a speed range up to seventy miles an hour. Its long wheelbase, cantilever springs, low pressure tires and comfortable upholstery make it extremely easy riding on all roads and at all speeds. It is an extraordinary value at \$1750.

MASTER SIX



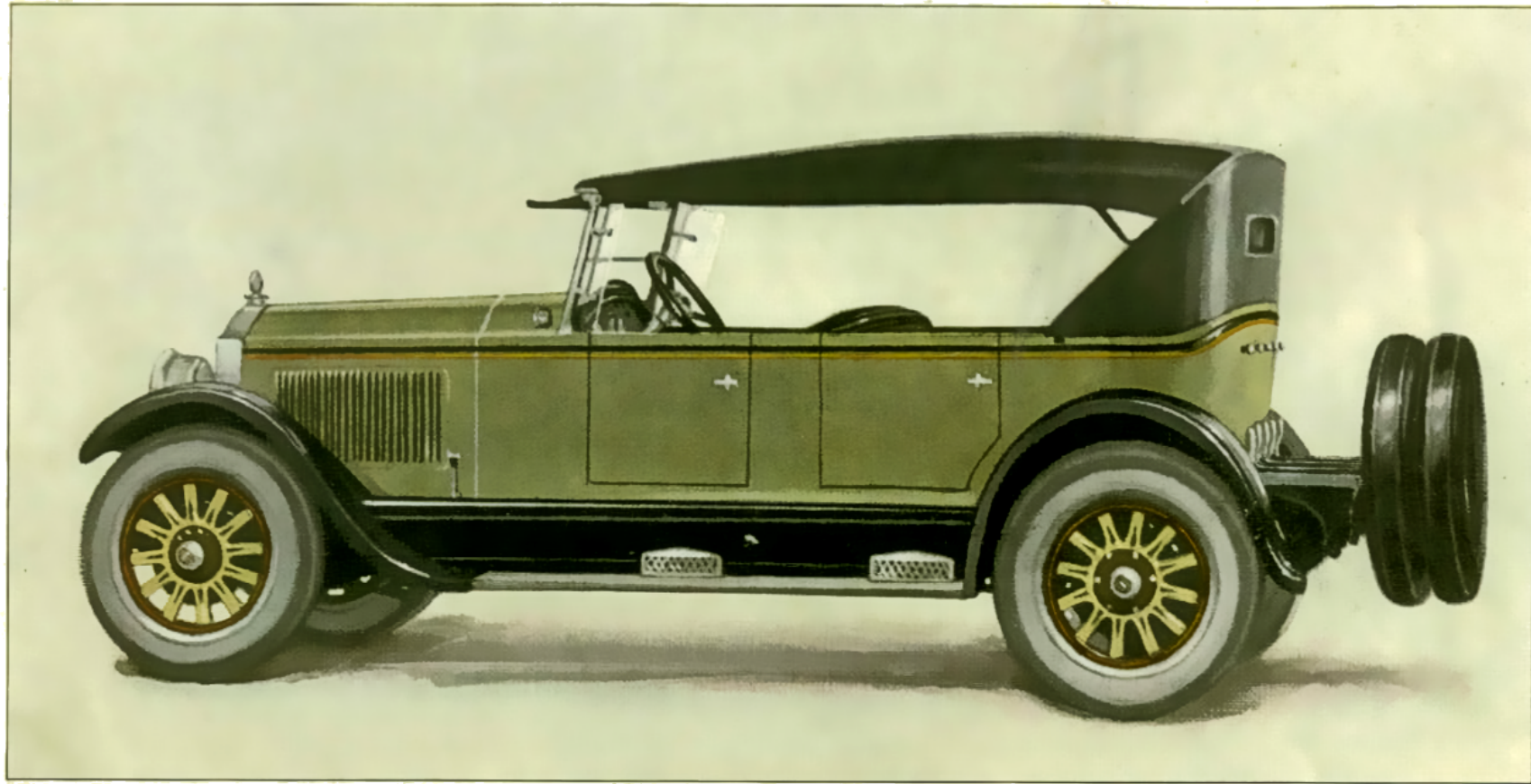
Buick Model 25-Six-54C

THREE-PASSENGER COUNTRY CLUB SPECIAL

Its Brougham type top, aristocratic air, pleasing body lines, harmonious colors, and sparkling nickel trimmings give this car an irresistible appeal. There is ample room for three passengers in the comfortable interior and there is an extra seat for two in the rear compartment. The extra long wheelbase of 128 inches, as

well as the other distinctive Buick features such as the flexible, seventy horsepower Buick Valve-in-Head engine, multiple disc clutch, Buick four-wheel brakes, one-piece windshield and ventilator, with automatic windshield wiper, make the value embodied in this Buick model at a price of \$2075 almost inconceivable.

MASTER SIX



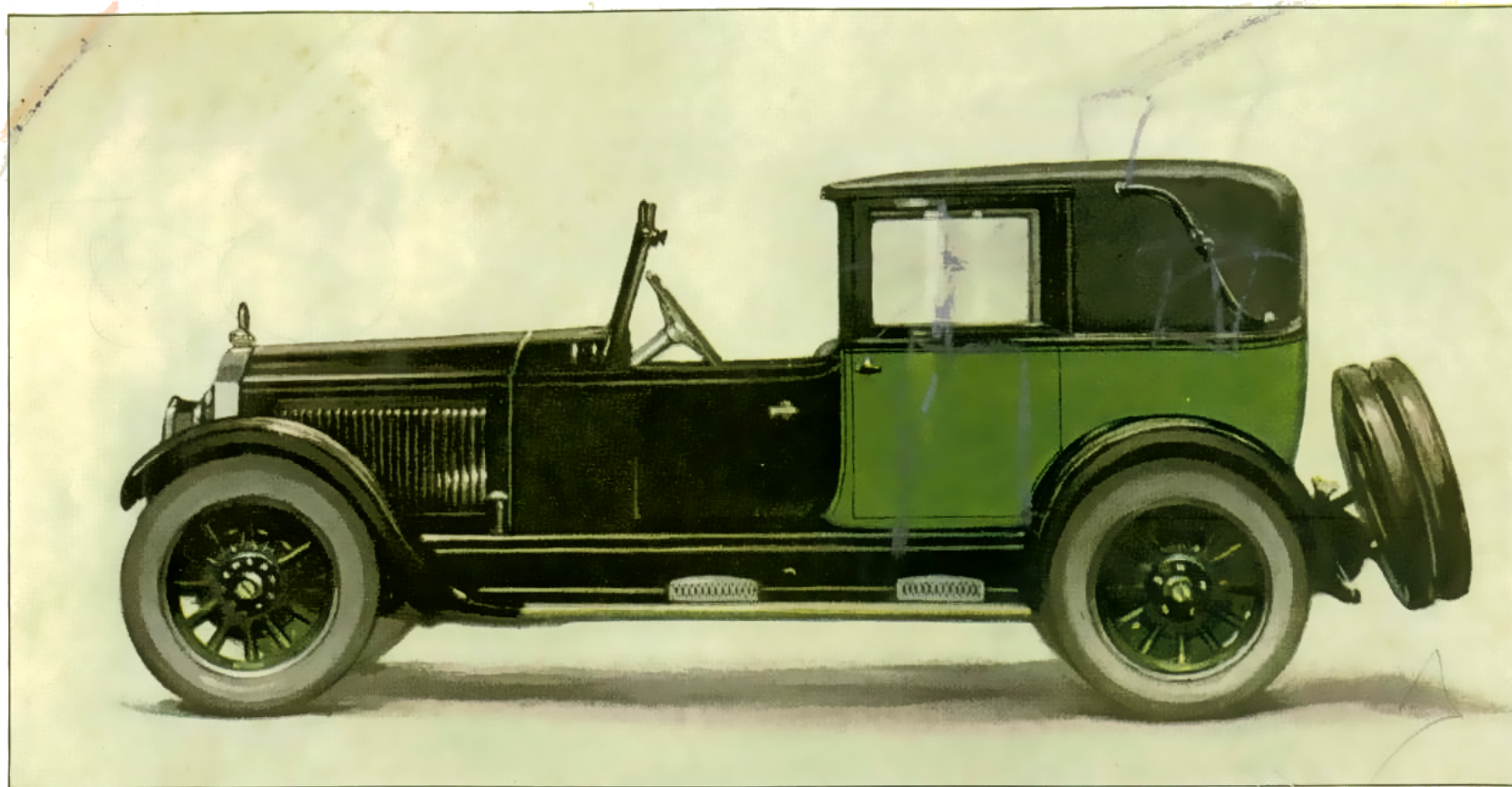
Buick Model 25-Six-55

FOUR-PASSENGER SPORT TOURING

The long, dashing lines of this sport model are increased by the attractively designed rack built on the rear for carrying a generous sized trunk. The pleasing effect of color combination on the exterior is carried out by all the other details such as windshield wings and a new type radiator cap. The interior is up-

holstered with a high grade of genuine leather and the floor is thickly carpeted. It has a wheelbase of 128 inches. Like all Buicks it has the added safety factor of four-wheel brakes and it is equipped with an automatic windshield wiper. At the price of \$1800 there is no greater value than this Buick model.

MASTER SIX



Buick Model 25-Six-57

TOWN CAR

This distinctive Town Car, with its body built by Fisher, is finished in a variety of color combinations. The rear compartment is handsomely finished in the highest grade upholstery of a particularly pleasing shade. Nothing has been overlooked in its appointments even to such details as a smoking set in a hand-

some, inlaid walnut case and a vanity case to match. The front compartment is provided with a canopy top and side curtains for the protection of the driver. Its seventy horsepower engine will throttle down to five miles an hour in traffic or will provide ample power for high speeds. At \$2925 it is a remarkable value.

The New Buick Standard Six in Brief

BODIES—

- 25-6-21 Five-passenger Double-Service Sedan.
- 25-6-24 Two-passenger Roadster.
- 25-6-24A Two-passenger enclosed Roadster with heater.
- 25-6-25 Five-passenger Touring.

BODIES—

- 25-6-25A Five-passenger enclosed Touring with heater.
- 25-6-26 Two-passenger Double-Service Coupe.
- 25-6-27 Five-passenger Sedan.
- 25-6-28 Four-passenger Coupe.

All closed bodies are built by Fisher.

UPHOLSTERY—Open models, including those with enclosure and heater: dull-finish black leather, deep-pleated cushions stuffed with hair, over specially constructed cushion springs. Models 21 and 26 upholstered in same manner with very durable automobile cloth. Models 27 and 28: high grade plush upholstery in pleasing color.

CONTROL—Short spark and throttle levers in center of steering wheel, friction-retained. Button type foot accelerator with rest. Easily operated clutch pedal. Long leverage brake pedal and starter pedal very conveniently located. Gear shift and emergency brake levers convenient to right hand.

WHEELBASE—All models, 114 $\frac{3}{8}$ inches.

ENGINE—Famous Buick six-cylinder, four-cycle Valve-in-Head, automatically lubricated throughout; removable head. Clutch and transmission integral parts of engine. Engine suspended at three points from main frame, 3-inch bore by 4 $\frac{1}{2}$ -inch stroke. Crankshaft drop-forged steel, heat-treated, extra heavy and balanced; four large bearings. Pistons and connecting rods, properly weighted and carefully manufactured, together with cylinder dimensions and balanced flywheel, assure smooth operation. Large valves operated by noiseless, adjustable push rods through rocker arms, which are automatically lubricated from engine. Fifty actual brake horsepower.

COOLING—Water circulated by centrifugal pump, operated from camshaft by spiral gears. Harrison cellular radiator. New type automatically lubricated fan driven by belt from camshaft. Adjustable fan bracket.

LUBRICATION—Pressure feed to crankshaft and connecting rod bearings, also to camshaft and pump shaft front bearings, rocker arm bushings and push rod socket joints, as well as timing gears. Oil pump of gear type, positive drive, located on right side of engine, driven by worm on center of camshaft. Maximum pressure thirty pounds. Regulated by relief valve. Pump oil screen reinforced to prevent collapsing. Safety tube provides oil should screen become clogged. Pistons, cylinder walls, cams, rollers, and other three cam-

shaft bearings lubricated by mist of oil in crankcase. Oil capacity four and one-half quarts. Fan automatically lubricated from reservoir in hub.

CARBURETOR—Improved automatic float-feed type, supplied by vacuum system from gasoline tank mounted on rear end of frame. Automatic heat control insures proper vaporization at all speeds. Air regulator and choke buttons on instrument board.

IGNITION—High tension jump spark system. Current supplied by storage battery and Delco electric generator. Automatic spark advance. Manual control by short lever in center of steering wheel.

STARTER—Complete Delco single-unit system for electric starting, lighting and ignition, built as an integral part of the engine and operating in conjunction with large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

CLUTCH—Multiple disc, dry plate, requiring but slight pressure to operate. Smooth in engagement and very positive in action. Adjustment very simple and accessible.

TRANSMISSION—Selective sliding gear type. Three speeds forward and one reverse. Special heat-treated gears. Positive, interlocking hand control, so easy to operate that gears can be shifted with tips of fingers.

DRIVE—Through single, large, improved, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Strut rods from front end of propeller shaft housing to axle housing keep them in perfect alignment. Both torque and drive taken through ball joint.

REAR AXLE—Three-quarter floating type, which means that all weight of car is taken on axle tubes and only driving torque is taken by axle shafts. Differential mounted on high duty ball bearings, pinion shaft on extra large ball bearings, rear wheels on Hyatt roller bearings. Spiral bevel type driving gears, fully adjustable.

BRAKES—Service brakes: Buick type, external contracting, operating on drums of unusual size and area on all four wheels. Equalizer insures proper distribution of pressure to front and rear brakes. Easily adjustable for wear with adjustments very accessible. Hand brake of internal expanding type operating on rear wheel brake drums only.

FRONT AXLE—Drop-forged I-beam of carbon steel, reverse Elliott type, double heat-treated steering knuckles and tie rod yokes. Axle especially designed to operate with four-wheel brakes. New Departure ball bearings for front wheels.

WHEELS—Artillery type, with large hub flanges, twelve spokes and twelve hub bolts. Brake drums 12 $\frac{3}{8}$ inches, firmly bolted to front and rear wheels. Demountable rims.

TIRES—31 by 4.95 inch, low pressure, on all models.

STEERING GEAR—Improved, semi-irreversible split bronze nut and steel worm with large, adjustable ball thrust bearing to take up wear. Steering wheel 17 inches in diameter. Short spark and throttle levers in center of steering wheel. Horn button on top of steering post.

FRAME—Reinforced pressed steel channel section, exceptionally stiff and deep side members. Four heavy cross members. Integral gasoline tank support and spare tire carrier.

SPRINGS—Front, semi-elliptic type. Rear, cantilever type, exceptionally long, specially heat-treated, and adapted for each body type.

TOPS—Models 24 and 25, regulation open models, tops with new design quarter curtains, made of special waterproof fabric. Inside operating side curtains open with doors. Models 24A and 25A equipped with permanent tops, sides enclosed by glass windows adjustable for ventilation. Closed models, stationary type tops, with windows adjustable.

HEATERS—Models 21, 24A, 25A, 26, 27, 28, are equipped with heaters which afford comfort in cold weather driving.

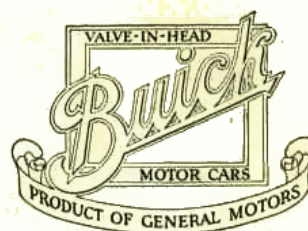
WINDSHIELDS—Models 24, 24A, 25, and 25A: two-piece ventilating type with inside operating, adjustable friction stops to hold glass in position. These models are equipped with cowl ventilators and windshield wipers. All closed models equipped with sunshade, automatic windshield wiper, new style one-piece windshield easily raised or lowered for ventilation by handle in similar manner to windows.

INSURANCE RATING—All models have been equipped with drip pan for carburetor, and completely insulated wiring, which, together with attention to other details approved by the insurance underwriters' laboratories, entitle the Buick owner to Class A (or the lowest) rating for fire insurance.

STANDARD EQUIPMENT—Combination dim and full headlights with anti-glare lenses. Parking lights on cowl, tail lamp and instrument board lamp. Motor-driven horn. Seventy-five mile speedometer. Gasoline gauge. Tire carrier with extra demountable rim. Jack, new type high pressure grease gun, full kit of tools, pump, tire repair kit; transmission lock; cowl or windshield type ventilator. Rear vision mirror. Running board scuff plates. New style sunshade and dome light on all closed models. Windshield wiper. Automatic windshield wiper on all closed models.

Spare tire not part of standard equipment. Orders for special jobs not accepted and no allowance will be made for any part of standard equipment omitted by customer's order. Equipment or prices subject to change without notice.

*All prices are f. o. b. Buick factories
Government tax to be added*



The New Buick Master Six in Brief

BODIES—

- 25-6-44 Two-passenger Roadster.
- 25-6-44A Two-passenger enclosed Roadster with heater.
- 25-6-45 Five-passenger Touring.
- 25-6-45A Five-passenger enclosed Touring with heater.
- 25-6-47 Five-passenger Sedan.
- 25-6-48 Four-passenger Coupe.
- 25-6-49 Seven-passenger Touring.
- 25-6-49A Seven-passenger enclosed Touring with heater.

BODIES—

- 25-6-50 Seven-passenger Sedan.
- 25-6-50L Seven-passenger Limousine Sedan.
- 25-6-51 Five-passenger Brougham Sedan.
- 25-6-54 Three-passenger Sport Roadster with dickey seat.
- 25-6-54C Three-passenger Country Club Special with dickey seat.
- 25-6-55 Four-passenger Sport Touring.
- 25-6-57 Seven-passenger Town Car.

All closed bodies are built by Fisher

UPHOLSTERY—Models 44, 44A, 45, 45A, 49, 49A, 54, 54C and 55: genuine leather, deep-pleated cushions, hair-stuffed, over specially constructed cushion springs. All closed models upholstered in best grade plush velour, in harmony with the exterior finish.

CONTROL—Short spark and throttle levers in center of steering wheel, friction-retained. Button type foot accelerator with rest. Easily operated clutch pedal. Long leverage brake pedal and starter pedal very conveniently located. Gear shift and emergency brake levers convenient to right hand.

WHEELBASE—Models 44, 44A, 45, 45A, 47: 120 inches. Models 48, 49, 49A, 50, 50L, 51, 54, 54C, 55, 57: 128 inches.

ENGINE—Famous Buick six-cylinder, four-cycle Valve-in-Head, automatically lubricated throughout; removable head. Clutch and transmission integral parts of engine. Engine suspended at three points from main frame; 3 3/8-inch bore by 4 3/4-inch stroke. Crankshaft drop-forged steel, heat-treated, extra heavy and balanced; four large bearings. Pistons and connecting rods, properly weighted and carefully manufactured, together with cylinder dimensions and balanced flywheel, assure smooth operation. Large valves operated by noiseless, adjustable push rods through rocker arms, which are automatically lubricated from engine. Seventy actual brake horsepower.

COOLING—Water circulated by centrifugal pump operated from camshaft by spiral gears. Harrison cellular radiator. New type automatically lubricated fan driven by belt from camshaft. Adjustable fan bracket.

LUBRICATION—Pressure feed to crankshaft and connecting rod bearings, also to camshaft and pump shaft front bearings, rocker arm bushings and push rod socket joints, as well as timing gears. Oil pump of gear type, positive drive, located on right side of engine, driven by worm on center of camshaft. Maximum pressure thirty pounds. Regulated by relief valve. Pump oil screen reinforced to prevent collapsing. Safety tube provides oil should screen become clogged. Pistons, cylinder walls, cams, rollers, and other three camshaft bearings lubricated by mist of oil in crankcase. Oil capacity five and one-half quarts. Fan automatically lubricated from oil reservoir in hub.

CARBURETOR—Improved automatic float-feed type, supplied by vacuum system from gasoline tank mounted on rear end of frame. Automatic heat control insures proper vaporization at all speeds. Air regulator and choke buttons on instrument board.

IGNITION—High tension jump spark system. Current supplied by storage battery and Delco electric generator. Automatic spark advance. Manual control by short lever in center of steering wheel.

STARTER—Complete Delco single-unit system for electric starting, lighting and ignition, built as an integral part of the engine and operating in conjunction with large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

CLUTCH—Multiple disc, dry plate, requiring but slight pressure to operate. Smooth in engagement and very positive in action. Adjustment very simple and accessible.

TRANSMISSION—Selective sliding gear type. Three speeds forward and one reverse. Special heat-treated gears. Positive, interlocking hand control, so easy to operate that gears can be shifted with tips of fingers.

DRIVE—Through single, large, improved, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Strut rods from front end of propeller shaft housing to axle housing keep them in perfect alignment. Both torque and drive taken through ball joint.

REAR AXLE—Full floating type, which means that all weight of car is taken on axle tubes and only driving torque is taken by axle shafts. Differential mounted on high duty ball bearings, pinion shaft on extra large ball bearings, rear wheels on double row ball bearings. Spiral bevel type driving gears, fully adjustable.

BRAKES—Service brakes: Buick type, external contracting, operating on drums of unusual size and area on all four wheels. Equalizer insures proper distribution of pressure to front and rear brakes. Easily adjustable for wear with adjustments very accessible. Hand brake of internal expanding type operating on rear wheel brake drums only.

FRONT AXLE—Drop-forged I-beam of carbon steel, reverse Elliott type, double heat-treated steering knuckles and tie rod yokes. Axle especially designed to operate with four-wheel brakes. New Departure ball bearings for front wheels.

WHEELS—Artillery type with large hub flanges, twelve spokes and twelve hub bolts. Brake drums 14 inches, firmly bolted to front and rear wheels. Demountable rims.

TIRES—32 by 5.77 inch, low pressure, on all models.

STEERING GEAR—Improved, semi-irreversible split bronze nut and steel worm with large, adjustable ball thrust bearing to take up wear. Steering wheel 18 inches in diameter. Short spark and throttle levers in center of steering wheel. Horn button on top of steering post.

FRAME—Reinforced pressed steel channel section, exceptionally stiff and deep side members. Four heavy cross members and two strong bars, front and rear.

SPRINGS—Front, semi-elliptic type. Rear, cantilever type, exceptionally long, specially heat-treated, and adapted for each body type.

TOPS—Models 44, 45, 49, 54, 55, regulation open models, tops with new design quarter curtains, made of special waterproof fabric. Inside operating side curtains open with doors. Models 44A, 45A, 49A: equipped with permanent tops, sides enclosed by glass windows, adjustable for ventilation. Models 47, 48, 50, 50L, 51, 54C, 57: Fisher-built closed bodies with adjustable windows.

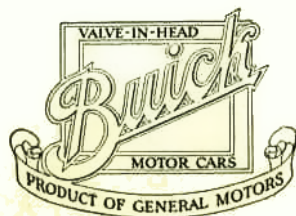
WINDSHIELDS—Models 44, 44A, 45, 45A, 49, 49A: two-piece ventilating type with inside operating, adjustable friction stops to hold glass in position. These models are equipped with cowl ventilators and windshield wipers. In addition to the above, Models 54 and 55 have automatic windshield wipers. All closed models equipped with new style sunshade, automatic windshield wiper, new style one-piece windshield easily raised or lowered for ventilation by handle in similar manner to windows.

INSURANCE RATING—All models have been equipped with drip pan for carburetor, and completely insulated wiring, which, together with attention to other details approved by the insurance underwriters' laboratories, entitle the Buick owner to Class A (or the lowest) rating for fire insurance.

STANDARD EQUIPMENT—On all closed models: automatic windshield wiper with control on instrument board. Models 47, 48, 50, 50L, 57 have smoking sets in handsome inlaid walnut cases. Models 47, 50, 50L, 57 have vanity cases to match smoking sets. All closed models have silk curtains operating on rollers, on back and side windows. Models 50, 50L, 51, 57, silk curtains on doors. Model 47, dome light. All other closed models, rear corner lights. On all models, combination dim and full headlights with anti-glare lenses. Parking lights on cowl, tail lamp and instrument board lamp. Motor-driven horn. Speedometer. Gasoline gauge. Tire carrier with extra demountable rim. Jack, new type high pressure grease gun, full kit of tools, pump, tire repair kit; transmission lock; cowl or windshield type ventilator; rear vision mirror. Running board scuff plates. Heaters in all closed models and enclosed open models.

Spare tire not part of standard equipment. Orders for special jobs not accepted and no allowance will be made for any part of standard equipment omitted by customer's order. Equipment or prices subject to change without notice.

*All prices are f.o.b. Buick factories
Government tax to be added*



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